

***THE INFLUENCE OF BRAND IMAGE, PRICE, PRODUCT QUALITY ON
CONSUMER LOYALTY IN C'BEZT FRIED CHICKEN
BRANCH JL KALIMANTAN JEMBER***

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ABSTRACT

This research was motivated by the large number of franchise companies with similar main products, namely fried chicken which stood in Jember. This study aims to determine and analyze the influence of brand image, price and product quality on consumer loyalty at C'Bezt Fried Chicken Branch Jl. Kalimantan Jember. The population in this study was all consumers of C'Bezt Fried Chicken Branch Jl. Kalimantan Jember with a sample of 40 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS Statistic 21. The results of this study are simultaneously the variables of brand image (X1), price (X2) and product quality (X3) have a significant effect on consumer loyalty at C'Bezt Fried Chicken Branch Jl. Kalimantan Jember. Partially, brand image variables (X1) and price (X2) have a significant effect on consumer loyalty at C'Bezt Fried Chicken Branch Jl. Kalimantan while product quality variables (X3) have an insignificant effect on consumer loyalty at C'Bezt Fried Chicken Branch Jl. Kalimantan Jember. The independent variable that has the most dominant influence on consumer loyalty at C'bezt Fried Chicken Branch Jl. Kalimantan Jember is the Price variable (X2).

Keywords : Brand Image, Price, Product Quality and Consumer Loyalty