

***THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY  
ON CONSUMER LOYALTY AT MBOK LOWO JEMBER REGENCY***

**Putri Maria M. L. Sipayung**

*International Marketing Management Study Program  
Business Department*

***ABSTRACT***

*This research is motivated by the increasing number of franchise businesses offering similar main products, particularly fried chicken, in the Jember area. This study aims to analyze the influence of brand image, price, and product quality on consumer loyalty at Mbok Lowo Jember. The research population includes all customers of Mbok Lowo Jember, with a sample of 40 respondents. The analysis method used is multiple linear regression with the assistance of SPSS Statistics 25 software. The results indicate that, simultaneously, the variables of brand image (X1), price (X2), and product quality (X3) significantly influence consumer loyalty. Individually, brand image (X1) and price (X2) have a significant impact on consumer loyalty, while product quality (X3) does not show a significant influence. Among the independent variables examined, price (X2) is the most dominant factor in determining consumer loyalty at Mbok Lowo Jember.*

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