

Thesis
Magister Management Program
Even Semester 2018

***FACTORS WHICH INFLUENCE MOTORCYCLE BRAND LOYALTY IN
BATAM CITY***

DELWIN
NPM: 16114415

ABSTRACT

The purpose of this research is to identify those factors which have potential influences on brand loyalty. Brand communication, brand image, brand trust, and brand satisfaction are being tested to identify the influence towards brand loyalty.

This research took place in Batam in motorcycle industry. Data was collected from 394 respondents who owned motorcycles in Batam. All the measurement items were measured on a five point Lykert-type scales.

From all six hypotheses, only one hypotheses was rejected. Brand communication has no significant effects on brand trust. This result shows that consumer will not believe it with advertising or promotion, but trust is built through some process. However, this research shows that brand communication positively influences brand image, brand image positively influences brand trust, consumers who have high satisfaction and trust will increase brand loyalty. This research is expected to help businessmen to increase brand loyalty that can generate profits to company and save the cost of new customers.

Keywords: *Brand communication, Brand image, Brand Trust, Brand satisfaction, Brand loyalty*