

ABSTRACT

This study was conducted on consumers House of Moo. In September 2014-September 2014 there were fluctuations in sales in the House of Moo. This study aims to analyze and provide empirical evidence about whether the Product Quality and Brand Image influence on Brand Attitude to increase Brand Loyalty.

Samples were consumers House of Moo with some 250 people by using Non-Probability Sampling techniques. Data analysis method used is quantitative analysis, using the reliability and validity, classical assumption, hypothesis testing, determinant coefficient, multiple linear regression analysis and Sobel test.

The results showed that the product quality and brand image positive effect on brand attitude and product quality, brand image and brand attitude has positive effect on brand loyalty. In the regression model 1, the product quality to provide the greatest influence on brand attitude of 0.537. In the second regression model, brand attitude gives the greatest influence on brand loyalty. By using the Sobel test found that brand attitude becomes a variable that mediates between product quality brand loyalty and brand attitude becomes a variable that mediates between brand image on brand loyalty.

Keywords: Product Quality, Brand Image, Brand Attitude and Brand Loyalty.