ABSTRACT

The radio's bad image will reduce the listeners' confidence indirectly to listen to the radio. Radio also need to be able to do the promotion through various ways, in order to increase the interest in radio listening, thus, able to increase the listeners' loyalty. The purpose of this research is to analyze the effect of brand image and promotion to brand loyalty with brand preference as intervening variable.

Radio listeners with age range from 15-30 years old in Semarang is the population of this research. Total samples taken is 149 people. This research use nonprobability sampling with purposive sampling technique. Primary data collection is done by questionnaire with Likert scale and secondary data collection is done with interview. This researched used AMOS to analyze data. Data will be tested with validity test, reliability test, hypothesis test (t test) and goodness of fit index.

The hypotheses of this research are H1 : Brand Image has a positive effect on Brand Loyalty in Trax FM Semarang radio listeners, H2 : Promotion has a positive effect on Brand Loyalty in Trax FM Semarang radio listeners, H3 : Brand Image has a positive effect on Brand Preference in Trax FM Semarang radio listeners, H4 : Promotion has a positive effect on Brand Preference in Trax FM Semarang radio listeners and H5 : Brand Preference has a positive effect on Brand Loyalty in Trax FM Semarang radio listeners. Based on the research's result all hypotheses are accepted with the best hypothesis is the more positive the promotion, the more positive the brand loyalty.

Keywords : Brand Image, Promotion, Brand Loyalty, Brand Preference

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