

ABSTRACT

This research was conducted in products The Body Shop. At the level of customer satisfaction some nature cosmetic products. In Semarang city. This research aims to analyze and provide empirical evidence on whether Brand image and Quality product on Brand preference increasing loyalty interest.

The sample of this research is the user of nature product by The Body Shop almost 100 people using accidental sampling technique. Data analysis methods used are quantitative analysis, reliability and validity using, the classical assumption, hypothesis testing, determinas coefficient and multiple linear regression analysis.

The result shows that the Brand Image and Quality Product have positive effect towards Brand preference. And Brand image, Quality product and Brand preference have possitive effect towards on loyalty interests. In model 1, Quality product gives the greatest influence to Brand preference for 0,516. In model 2, Brand preference gives the greatest influence to Loyalty interest for 0,479.

Keywords : Brand Image, Quality Product, Brand Preference and Loyalty Interest.