

ABSTRACT

The purpose of this research is to test the influences of brand image, product availability, price and coverage toward brand loyalty. Using these variables, the usage of these variables are able to solve the arising problem within PT. Smart Telecom Semarang.

The samples size of this research is 100 customers Smart. Using the Statistical Process Social Science (SPSS). The results show that the brand image, product availability, price and coverage to increase brand loyalty.

The effect of brand image on brand loyalty are 0,245; The effect product availability on brand loyalty are 0,184; The effect price on brand loyalty are 0,249 and The effect coverage on brand loyalty are 0,621.

Keywords: brand image, product availability, price, coverage, and brand loyalty.

FEB UNDIP