## *ABSTRACT*

***"The Analysis Of Brand Loyalty Skaters Product At CV. Opey Production In Bandung (Consumer Survey in Bandung Indah Plaza)"***
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*Consumer loyalty to the brand choice is called brand loyalty, which is an essential commitment in buying a brand that special birthday. This study aims to determine consumer responses to brand loyalty skaters produced CV. Opey Production.*

*Brand loyalty indicates a bond between customers with a specific brand and are often characterized by repeat purchases from customers. High brand loyalty can increase trade, and can attract new customers because they have the belief that buying a branded product can reduce the risk minimal.*

*The method used in this research is descriptive variables of brand loyalty. Data collection techniques using the unit of interviews, questionnaires, and literature. For the analysis of this study is consumers who make purchases on the distro skaters, with a sample set of 55 respondents.*

*The results showed that the respondents regarding the Analysis of Brand Loyalty Products Skaters At CV. Production Opey Bandung showed score 85.96%%, with a very high criterion since the majority of respondents regarding the measurement of behavior, switching costs, satisfaction measurement, brand preferences, and commitment to getting a response agrees.*



*Keywords: Brand loyalty and customer*