ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY T-SHIRTS AND BRAND IMAGE TO CUSTOMER LOYALTY ON DISTRIBUTION OUTLET (DISTRO) AIRPLANE SYSTEM JL. ACEH NO. 44 BANDUNG

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The study was conducted at the customers of Airplane System Distribution Outlet Jl. Aceh No. 44 Bandung. The phenomena that occur is retail business is increasingly evolving now along with the development of the business world. The demand for t-shirt product among young people is increasing because not only a few who regard t-shirt as their identity. One of problems on the product Airplane System Bandung system is the design appearance that makes customers get bored. This is an indication of the quality of the t-shirt products of Airplane System has not been judged optimal by the customer. While the brand image has been widely known by customers especially for the young. And loyalty of customers have not been high because it is still a lot of customers who switch to other distribution outlets.

Methods used in this research are qualitative and quantitative method. The unit of analysis in this research is consumer who buys t-shirts products Airplane System Distribution Outlet which consists of 6630 people by taking the sample of 100 respondents. The statistic tests used are the Pearson correlation calculation, the regression analysis, the correlation, the coefficient determination, the hypothesis test, and also the application program SPSS 17.0 for windows help.

The analysis result by using multiple linear regressions could be seen that the variable of t-shirt product quality of Airplane System is significantly influence the customer loyalty of Airplane System Distribution Outlet Jl. Aceh No. 44 Bandung. Second, the brand image variable is a significant influence to customer loyalty of Airplane System Distribution Outlet Jl. Aceh No. 44 Bandung. The analysis result by using F test could be detected that the quality of the T-shirt product and the brand image influence significantly to customer loyalty of Airplane System Distribution Outlet Jl. Aceh No. 44 Bandung. The analysis result by using the coefficient determination of t-shirt product quality and brand image simultaneously give impact towards customer loyalty variable, while the rest is the influence of another variable that is not explored.

Keywords: Product Quality, Brand Image, Customer Loyalty.