

## **ABSTRACT**

### ***THE EFFECT OF THE BRAND IMAGE AND PROMOTION TOWARDS CONSUMER LOYALTY WITH SATISFACTION AS INTERVENING VARIABLE ON A TOMAT'S PLASTIC BAG PRODUCT***

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2021

*This study aims to know the effect of brand image and promotion towards consumer satisfaction in the form of consumers who are loyal to a Tomat's plastic bag product in Tangerang City area. This research is a survey research. The population in this study are food and beverage traders who use Tomat's plastic bags. The sampling technique used purposive sampling with a total of 100 people. The data collection technique used a questionnaire that had been tested for validity and reliability. The data analysis technique used is multiple analysis.*

*This study shows that brand image has a positive effect on consumer loyalty with a significance level of  $0.006 < 0.05$ . Promotion has a positive effect on consumer loyalty with a significance level of  $0.003 < 0.05$ . and satisfaction has a positive effect on consumer loyalty with a significance level of  $0.000 < 0.05$ . Simultaneously brand image, promotion, and satisfaction have a positive influence on consumer loyalty, as evidenced by the calculated  $F$  value of  $46,455 > F$  table  $2.699$  with a significance of  $0.000 < 0.05$ .*

*This study explains that the results of the  $Z$  count for the brand image variable is  $3.357 > Z$  sobel, and  $Z$  count for the promotion variable is  $3.303 > Z$  sobel. Satisfaction can be an intervening variable that influences brand image and promotion in increasing consumer loyalty.*

*Keywords : Brand Image, Promotion, Advertising Attractiveness, Consumer Satisfaction and Consumer Loyalty*