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THE RELATIONSHIP BRAND IMAGE AND BRAND AWARENESS TO CUSTOMER LOYALTY (CASE STUDY: PT. BANK DKI CAPEM CAKUNG JAKARTA TIMUR)

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ABSTRACT

The objective of this research is to determine the relationship between brand image, brand awareness and customer loyalty at PT Bank DKI Cakung branch. The methodology used in this research is the survey method, in which the data obtained through the opinions or asked questions of respondents either directly (interview) or indirectly (questionnaire). The number of samples in this study were 50 PT Bank DKI customers (respondents). Methods of data analysis using correlation coefficient analysis and hypothesis testing (t-test and F-test).

Based on the calculation, showed result that the P-value brand image variable of 0.000. This study used a 5 % (α) significance level, thus the value of the P - value $< \alpha$ ($0.000 < 0.05$). Therefore, it can be deduced accepted H_a and reject H_o or partially accepted, which means that there is a significant positive relationship between the variables of brand image with customer loyalty. Obtained P-value brand awareness variable of 0.000. So the value of the P - value $< \alpha$ ($0.000 < 0.05$) Hence, we can conclude H_a accepted, H_o is rejected or partially accepted, which means that there is a significant positive relationship between the variables of brand awareness and loyalty of customers.

Simultaneous significance F value, significance values obtained F of 0.000. So the value of significance $F < \alpha$ ($0.000 < 0.05$). Thus, we can conclude H_a is accepted, H_o is rejected, which means simultaneously there is a significant positive relationship between brand image and brand awareness to customer loyalty.

Keywords: Brand Image, Brand Awareness, and Customer Loyalty