# ***ABSTRACT***

Vinsen Astama / 2019 / *The Effect of Product Quality and Brand Image on Indomie Instant Noodle Consumer Loyalty in North Jakarta / Advisor*: Brastoro, Drs., M.M.

*In this life, humans need various needs and the most important are primary needs, which are clothing, food, and shelter. Food is one of the needs that must be met because if it will not interfere with human survival. People prefer food with fast, easy, and inexpensive serving. Therefore people choose instant noodles. Therefore, researchers are interested in conducting a study entitled The Effect of Product Quality and Brand Image on Indomie Instant Noodle Consumer Loyalty in North Jakarta.*

*The theory used is the theory of Schiffman and Kanuk which explains the definition of product quality, and Kotler and Keller who explain the definition of brand image. Whereas consumer loyalty theory is explained using Oliver's theory. The hypothesis that emerges from this framework is that product quality and brand image have a significant positive effect on consumer loyalty.*

*In conducting this research, the object of the research was Indomie North Jakarta consumers. Non-probability sampling technique using sampling judgment, with a sample size of 130. Data analysis techniques using validity and reliability, descriptive analysis, and multiple regression analysis. Data processed using SPSS 24.*

*The analysis shows that product quality and brand image have a significant positive effect on customer loyalty. Thus it can be stated that the better the quality of the product, the more customer loyalty increases, and the more convincing the brand image that is embedded in the consumer, the more loyal the customer is.*

*The conclusion of this research is the product quality and brand image variables are proven to have a positive and significant effect on consumer loyalty for indomie instant noodle products. With brand image variables that also have a balanced influence with product quality variables. According to the research results, the company should maintain the quality of existing products and expand product distribution, and also develop product variants to improve the company's brand image that is embedded in the minds of consumers.*