

## ABSTRACT

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Illustration the perception of brand image based on loyalty (the proper study of consumer who consumes drinking water in AQUA labeled), (P. Tommy Y. S. Suyasa, M.Si., Psi.); Program Studi Psikologi. Program Sarjana Strata Satu, Universitas Tarumanagara. (56 pages, P1-P3)

The aim of the research is to see the general perception about brand image based on the loyalty to product (the proper study of consumer who consumes drinking water in AQUA labeled). The total amount of subjects have been used in the research are 180 people. The subjects have been taken by accidentally sampling to people who bought AQUA or have ever consumed and known about AQUA product. The approximately score which is resulted from the research of subjects' perception about AQUA's brand image leans towards positive, but for the loyalty of the subjects is 0.5034 (SD = 0.25) which shows that the loyalty of consumer is in middle point. This means that even the subjects' perception about AQUA product leans towards positive but doesn't influence the loyalty of the subjects in using AQUA product though, but subjects sometimes have trust and commitment to the product, also have the intent to buy the product steadily in the future, but attributes "useful", "the best than competitor", and "quality guaranteed" leans towards positive with loyalty.

*Key word: brand image and consumer loyalty.*