

ABSTRACT

Hidayatullah, Syarif. 2012. *The Role of Brand Image Of Customer Loyalty Im3 among Students in Psychology UIN Maulana Malik Ibrahim Malang*. Thesis. Faculty of Psychology. State Islamic University (UIN) Maulana Malik Ibrahim Malang.

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Keywords: *Brand Image, Customer Loyalty*

Brand image is the consumer understanding of the brand as a whole, consumer confidence to a particular brand, and how consumers view a brand. Whether or not the brand image of a product is also a factor that affects whether or not a customer loyal and proficiency level can be indicated on the purchase on a regular basis, make purchases outside the line of products/services, recommend the product to others, and show an immunity to similar products offered by competitors. It is this which shows the importance of a brand image for a product to always used or will be left by customers.

The research was conducted at the Faculty of Psychology Semester III (class of 2011), in order to determine the presence or absence of brand image relationship with customer loyalty among psychology students IM3 UIN Maulana Malik Ibrahim Malang and uses a quantitative approach. The subject of this study were 98 students and retrieval of data using questionnaires such as the scale of the brand image and customer loyalty scales. As for the processing of the data were analyzed with Pearson product moment correlation of and to test the reliability and power of different researchers using *Alpha Cronbach* formula with SPSS 15.0.

The results of the research done on the scale indicates that the brand image of the 98 respondents, the percentage stood at an average/moderate at 53%, and the level of customer loyalty among students IM3 Psychology UIN Maulana Malik Ibrahim Malang is located at an average / medium also but the percentage is higher at 77%. It is well known that the correlation between brand image with customer loyalty has a value of 0.769 with a probability value and the number of subjects in the 0.000 study as many as 98 students. According to the criteria, the research hypothesis (H_a) is accepted if the count $r > r_{table}$, and the probability (p) $< r$. The criteria for the subject table $r(N) = 98$ people is 0.202. While significant levels used in this study was $\alpha = 0.05$. From the test results it can be seen the value of $r_{count} (0.769) > r_{table} (0.202)$, while $p (0.000) < r (0.05)$.