# ABSTRACT

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In the more growing and advancing world, it can be predicted that the people lifestyle also has a significant change. Lux liquid product is one of product which has many advantages such as giving a compact, producing more foam, giving a luxurious sense in every bathing. The consumer loyalty is a behavior which is done by different person. The consumers are free to choose the needed and preferable product. The market as a party which offers kind of product to the consumers should be able to analyze the factors affecting the consumer purchase, to know consumers perception and product quality on choosing something which impacts the purchase so the marketers can design the marketing strategies related to consumers taste.

The aims of the research is to know and analyze the simultaneous and partially influence of perception variable $(X_1)$, target $(X_2)$, situation $(X_3)$, privileges $(X_4)$ and the reliability $(X_5)$ toward the consumer loyalty $(Y)$ using Lux liquid soap Maulana Malik Ibrahim State Islamic University of Malang students. The data analysis uses multiple regression statistical tests.

The result of the research shows that independent variable simultaneously influence of the consumer loyalty with the 0.000 significance. This analysis model can explain the influenced dependent variable on consumer loyalty is perception variable $(X_1)$ with the 0.000 significance level. Situation $(X_3)$ with the 0.002 significance level, privileges $(X_4)$ with the 0.004 significance level. Mean while the reliability variable $(X_5)$ is not influenced of because the 0,102 level of significance is over 0.10, so it can be said that the reliability variable $(X_5)$ has an insignificant influence toward consumer loyalty. Whereas, the perception variable $(X_1)$, situasi $(X_3)$, and the features $(X_4)$ is the dominant variable on influencing consumer loyalty, it shows that consumer perception toward consumer loyalty of a product is assumed can create the thought position map which is the picture of consumer perception. The consumer perception toward one product influences the consumer purchase behavior, as guidance.