

ABSTRACT

The research is to know level of brand loyalty consumer (switcher, habitual buyer, satisfied buyer, liking of the brand, committed buyer) of Philips lighting in Palembang city. This type of research is a field study. Samples used in this study were consumer of Philips lamp users as many as 100 people and the sampling technique used was Purposive Sampling technique. Data analysis technique used is the test of validity, reliability test and descriptive analysis. These results indicate that Satisfied Buyer level (buyers who feel satisfied) has the highest percentage value that is 82,26% on level of brand loyalty consumer of Philips lighting in Palembang city.

Keywords: Brand Loyalty, Switcher, Habitual Buyer, Satisfied Buyer, Liking of The Brand, Committed Buyer.