

ABSTRACT

This study aims to test the effect of brand characteristic, company characteristic, consumer brand characteristic towards brand loyalty of probiotic drink Yakult consumer in Palembang. The population of this study were all of residents of Palembang city that have been buyed and consumed Yakult drink. This study is a survey. Sampling techniques of this study was purposive sampling method criteria: living in Palembang and with the age minimum 17 years or more. The samples in this study were 100 respondents. Testing hypothesis using multiple regression analysis method with the help of SPSS Ver. 17,00. The test results showed that the first hypothesis (H1) which states that variable brand characteristic affect towards variable brand loyalty of probiotic consumer drink Yakult in Palembang, accepted. The second hypothesis (H2) which states that variable company characteristic affect towards variable brand loyalty of probiotic consumer drink Yakult in Palembang, declined. The third hypothesis (H3) which states that variable consumer brand characteristic affect towards variable brand loyalty of probiotic consumer drink Yakult in Palembang, accepted.

Keywords: brand trust, brand characteristics, company characteristics, consumer brand characteristics and brand loyalty.