

ABSTRACT

This research is conducted in order to analyze merk's loyalty of consumer (switcher, habitual buyer, satisfied buyer, liking of the brand, committed buyer) to Mie Sedaap Cup noodles in Palembang, the sample that used in this research is the consumer that consume Mie Sedaap *Cup* product which is consist of 100 people and using purposive sampling technique to collect the data. To analyze the data, researcher using validity test, reliability test and descriptive analysis. Therefore, the result of this research is showing that merk's loyalty of consumer for Mie Sedaap Cup noodles in Palembang is based on satisfied buyer (the buyer who satisfy of product) with 75,4%. Finally, the conclusion of this research is the average of Mie Sedaap cup's consumer is satisfied with the product in term of taste, quality, and product package from Mie Sedaap *Cup* noddles.

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