

ABSTRACT

Jamu is the name for the traditional medicine of Indonesia made from natural ingredients. Brand Equity, Product Pricing, and Product Quality is the main factor that should be improved in order to obtain customer loyalty so that the product Jamu Tolak Angin Cair Sido Muncul to maintain its position and won the competition among similar products.

The purpose of this study is to investigate the influence jointly and partially Brand Equity, Product Price, and Quality of Products to Customer Loyalty in product Jamu Tolak Angin Cair Sido Muncul. Where the data collection by using purposive sampling method with the number of respondents 100 people who are customers of products Jamu Tolak Angin Cair Sido Muncul in the city of Yogyakarta. The analysis tool used is multiple linear regression.

The results of the testing instrument indicates that all data is valid questionnaires of 100% and 100% reliable so that the data is fit for use in research. Based on the results of data analysis showed that there was a positive influence together, and there was a positive effect partially. It can be concluded that this research model can be accepted.

Key Words : Brand Equity, Product Price, Product Quality and Customer Loyalty