

ABSTRACT

THE EFFECT OF ADVERTISING AND BRAND IMAGE ON CONSUMER LOYALTY (Study On Gojek J3K Advertising During The COVID-19 Pandemic)

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Information technology has become a new medium and is increasingly developing and increasing the progress of e-commerce engaged in services. This opportunity also opened many companies to advertise and advertise their programs through digital advertising. This is also what Gojek Indonesia did during the COVID-19 pandemic by advertising the J3K program. The purpose of this research is to examine the effect of advertising and brand image on consumer loyalty in the study of Gojek J3K advertisements during the COVID-19 pandemic. This study uses quantitative research methods through surveys by distributing questionnaires using quota sampling technique to 100 respondents who are domiciled in DKI Jakarta. The results of this study indicate that the number is classified as positive with a very strong influence $r = 0.811$ which indicates that there is a unidirectional relationship from variable X1 (Advertising) to variable Y (Consumer Loyalty) and variable X2 (Brand Image) to variable Y (Consumer Loyalty). X increases then Y will also increase.

Keywords: Gojek, J3K, Advertising, Brand Image, Consumer Loyalty

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