

## **ABSTRACT**

### ***THE INFLUENCE OF BRAND AWARENESS, PRODUCT DIFFERENCE AND REWARDS ON CUSTOMER LOYALTY (Survey of ACC Tasikmalaya Customers)***

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*This study aims to identify and analyze: brand awareness, product differentiation, appreciation and customer loyalty. The influence of brand awareness, product differentiation and appreciation on customer loyalty to Tasikmalaya Branch customers either partially or simultaneously. The research method used in this study is a survey method. The population in this study were ACC Tasikmalaya Branch customers, totaling 6641 customers. Sampling was taken by simple random sampling, namely as many as 380 customers. Data analysis technique using Path Analysis with SPSS V.21. The results of the research partially show that brand awareness has a significant effect on customer loyalty, product differentiation has a significant effect on customer loyalty, and rewards have a significant effect on customer loyalty. Meanwhile, brand awareness, product differentiation and appreciation simultaneously have a significant effect on customer loyalty.*

***Keywords*** : *brand awareness, product differentiation, customer appreciation and loyalty*

## **ABSTRAK**

### **PENGARUH KESADARAN MEREK, DIFERENSIASI PRODUK DAN PENGHARGAAN TERHADAP LOYALITAS NASABAH (Survey pada Nasabah ACC Cabang Tasikmalaya)**

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Penelitian ini bertujuan untuk mengetahui dan menganalisis: kesadaran merek, diferensiasi produk, penghargaan dan loyalitas nasabah. Pengaruh kesadaran merek, diferensiasi produk dan penghargaan terhadap loyalitas nasabah pada nasabah Cabang Tasikmalaya baik secara parsial maupun simultan. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei. populasi dalam penelitian ini adalah Nasabah ACC Cabang Tasikmalaya yang berjumlah 6641 nasabah. Pengambilan sampel diambil secara *simple random sampling* yaitu sebanyak 380 nasabah. Teknik analisis data menggunakan Analisis Jalur dengan SPSS V.21. Hasil penelitian secara parsial menunjukkan kesadaran merek berpengaruh signifikan terhadap loyalitas nasabah, diferensiasi produk berpengaruh signifikan terhadap loyalitas nasabah, dan penghargaan berpengaruh signifikan terhadap loyalitas nasabah. Sedangkan secara simultan kesadaran merek, diferensiasi produk dan penghargaan berpengaruh signifikan terhadap loyalitas nasabah.

**Kata Kunci** : kesadaran merek, diferensiasi produk, penghargaan dan loyalitas nasabah