

Product Strategy and Promotion in Creating Brand Awareness and Consumer Loyalty

by

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ABSTRACT

Globalization is happening in the world today have consequences on the increasingly fierce competition for a company of any good business field of industry, commerce, banking, service industry, tourism and business sectors. For a financial institution, one of the most important factors to increase customer satisfaction is to provide the best possible service to the consumer or customer. It shows the importance of customer satisfaction as a reference and objectives of each company's strategy to always maintain a sustainable manner even have to be improved in terms of products, promotions, brand awareness to achieve the expectations of the consumer. The purpose of this study were: 1) to assess and analyze the effect of product strategy for brand awareness. 2) to assess and analyze the effect of promotions on brand awareness. 3) to assess and analyze the effect of product strategy on customer loyalty. 4) to determine and analyze the effect of the promotion effect on customer loyalty. 5) to determine and analyze the effect of brand awareness on consumer loyalty. From analysis and discussion that has diuraaikan can be concluded that 1) the product strategy and significant positive effect on brand awareness, which means the higher the product strategy, the better brand awareness. 2) the promotion of positive and significant impact on brand awareness, which means that the enhanced promotion of the better brand awareness. 3) the product strategy and significant positive effect on customer loyalty, which means that the enhanced product strategy, the better consumer loyalty. 4) promotion of positive and significant impact on customer loyalty, which means that the enhanced promotion of the better customer loyalty. 5) brand awareness and significant positive effect on customer, which means that the enhanced brand awareness, the better consumer loyalty.

Keywords: *product strategy, promotion, brand awareness, consumer loyalty*

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