

ABSTRACT

The purpose of this research is to examine the effect of perceived quality, perceived value of cost, trust, brand identification, product information quality to brand loyalty that mediated by customer satisfaction on laptop Asus consumer in Indonesia. This research conducted by taking 204 respondent which were an Asus laptop user. The result of this research shows that perceived quality, trust, brand identification, product information quality and customer satisfaction have significant positive effect on brand loyalty; perceived value of cost has no significant positive effect on brand loyalty and customer satisfaction; customer satisfaction can mediate the effect of perceived quality, trust, and product information quality on brand loyalty; perceived quality and perceived value of cost has no significant negative effect on brand loyalty; brand identification has no significant negative effect on customer satisfaction; customer satisfaction can't mediate brand identification on brand loyalty

Keywords: *perceived quality, perceived value of cost, trust, brand identification, product information quality, brand loyalty, customer satisfaction*