

# **THE ROLE OF STRONG BRAND AS INTERVENING VARIABLE OF INFLUENCE OF CONSUMER DECISION MAKING TOWARD BRAND LOYALTY OF SNACK PRODUCT**

**<sup>1</sup>Sentot Suciarto A., <sup>2</sup>M. Widyanto, <sup>3</sup>Budhi Adhiani Ch.**

<sup>1</sup>Management Department, FEB Soegijapranata Catholic University,

<sup>2</sup>Management Department, FEB, Soegijapranata Catholic University,

<sup>3</sup>State Politechnic of Semarang

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## **Abstract**

The aim of this research is to know what influence brand loyalty of the young consumer of snack product in Grobogan Regency of Central Java Indonesia. The next future market will be this young consumer. It was selected by purposive sampling about 180 students of elementary school, junior and senior high school to answer questionnaires. They prefer snack products with strong brands. The consumer decision making significantly influenced brand loyalty through strong brand. Thus the small and medium enterprises should manage their brands as marketing tool to influence consumer choosing their products.

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**Keywords** - Brand equity, brand loyalty, consumer decision making, strong brand

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