

## **Abstract**

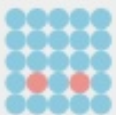
The purposes of this study, are : (1) to analyze the most influential sector of buying decision which has done by industrial consumer for the brand product of tapioca flour. (2) to analyze the relation between brand and buying decision which has done by industrial consumer. (3) to analyze factors that most influence the brand loyalty of tapioca flour product PT.Eka Inti Tapioka by industrial consumer.

From this study, the company will get the information about factors that most influence the brand loyalty industrial consumer to tapioca flour product PT. Eka Inti Tapioka. The scope of this research divided by food sector and non-food sector and they are the customer of PT. Eka Inti Tapioka.



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