INTRODUCTION
The development of the current era of globalization makes the competition increasingly fierce, we not only compete in doing business but also in communicating. Because the use of language to communicate with competitors does not only come from within the country but from all countries in the world. In the majority of countries in the world, English is the main choice that is often used in international communication. The ability to communicate in English requires a course institution to learn how to communicate using English correctly. More and more emerging new businesses are increasingly trending today. This is especially true for students whose competition is intense because consumers tend to be more critical and are faced with many choices. So every company must always try to give a good image to its consumers. Every company has an image, whether consciously or not, has been attached to the company (Mukherjee, 2018).

The image does not come by itself but is shaped by the community, from the company's communication and openness efforts in an effort to build the expected good image. MR Drinks. ONE is one of the contemporary beverage businesses which is very interesting and favored by many millennial youths who like to hang out. Apart from that MR. ONE has programs to create quality drinks at low prices. MR.ONE as a new category institution must have many challenges in running its business including having to always design MR.ONE in order to build a brand image in marketing activities and carry out activities that support marketing to strengthen the brand.

According to Schiffman and Kanuk, customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. Customer
satisfaction is an individual's perception of the performance of goods or services related to customer expectations (Tendai & Crispen, 2009).

Customer satisfaction is the customer's perception that his expectations have been met or exceeded (Ok, Suy, Chhay, & Choun, 2018). Customer satisfaction means the comparison between what consumers expect and what consumers feel when using the product. If consumers feel that the product's performance equals or exceeds their expectations, it means they are satisfied. Conversely, if the product's performance is less than their expectations, it means they are not satisfied. Satisfaction is the level of a person's feelings after comparing the performance or results he feels with his expectations (Kau & Loh, 2006).

According to Tjiptono, consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled (Tjiptono, 2008). Meanwhile, according to the journal, customer satisfaction is the level of one's feelings after comparing the perceived performance (results), compared to expectations (Rambe, Maksum, & Yasin, 2017).

Brand strength involves two things, namely consumer perception of the brand and consumer loyalty to the use of the brand. Along with the development of competition between modern beverage businesses with various advantages aimed at increasing sales volume, regaining a market that has been declining, and to maintain the market that has been obtained is a challenge that must be faced.

METHOD

Research variables are basically everything in any form that is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. The variables used in the study can be classified into: independent variables (independent), namely variables that explain and influence other variables, and dependent (bound) variables, namely variables that are explained and influenced by independent variables.

Quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know (Naryoso, 2020)

Operational definition is defined operationally based on the observed characteristics that allow researchers to make observations or measurements carefully on an object or phenomenon.

Population and Sample
1. Population Population is “a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researchers for this study. The population is 50 people MR.one consumers.

2. Sample The sample is part of the number and characteristics possessed by the population. The sample was taken because it was impossible for the study to examine all members of the population. So the researcher will distribute questionnaires to 30 MR one customers.

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. To determine the measurement of respondents' answers in
this study, using a research in the form of a questionnaire, which was measured using a Likert scale (Likert's Summated Rating).

This data collection technique, the authors collect data and information through research with the techniques used are as follows:

1. Questionnaire: Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer.

2. Field Research: The method of collecting data is carried out at the location (object of research) directly or in other places that are related to the subject of discussion. Field research was carried out by distributing questionnaires. In this case the questionnaire was submitted directly to the respondents at the research location.

RESULTS AND DISCUSSION

The result of data processing R2 value is 0.480. This value can be seen that consumer loyalty is influenced by company image, product image and user image by 0.480. This means that consumer loyalty is explained by company image, product image and user image by 48% and the remaining 52% is explained by other factors not examined.

1. The Effect of Corporate Image on Consumer Loyalty: From the results of research conducted by researchers, the results of a partial test (t test) between the Corporate Image variable and the Consumer Loyalty variable show a t-count value of 3.574, a regression coefficient of 0.358 and a probability value of 0.001 which is smaller than 0.05 this means that the Company's Image has a positive effect on Consumer Loyalty.

2. The Effect of User Image on Consumer Loyalty: From the results of research conducted by researchers, the results of a partial test (t test) between the User Image variable and the Consumer Loyalty variable show a t-count value of 2.547, a regression coefficient of 0.260 and a probability value of 0.013 which is smaller than 0.05 this means that User Image has a positive effect on Consumer Loyalty and has a constant value for every 1% increase in User Image that affects Consumer Loyalty.

3. The Effect of Product Image on Consumer Loyalty: From the results of research conducted by researchers, the results of a partial test (t test) between the User Image variable and the Consumer Loyalty variable show a t-count value of 2.175, a regression coefficient of 0.260 and a probability value of 0.033 which is smaller than 0.05. This means that User Image has a positive effect on Consumer Loyalty and has a constant value for every 1% increase in User Image that affects Consumer Loyalty.

CONCLUSION

The results of research conducted by researchers, the results of testing the variables of corporate image, user image, and product image simultaneously have a positive effect on consumer loyalty as evidenced by the F value. count of 8.139 with a significance value of 0.000. Based on the results of the discussion above, it can be concluded that the corporate image variable is a variable that is more dominant in influencing and being considered by consumers in choosing MR.ONE. MR.ONE who has trust in the eyes of consumers and makes a good brand image among young people.
REFERENCES


