

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KESETIAAN TERHADAP PRODUK DETERJEN MEREK ATTACK

Studi Kasus pada Pusat perbelanjaan Mirota Kampus Yogyakarta

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2004

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang meliputi *Satisfaction*, *Habitual Behavior*, *Commitment* dan *Liking of the Brand* mempunyai pengaruh secara parsial dan bersama-sama terhadap kesetiaan produk deterjen merek Attack

Penelitian dengan studi kasus dilakukan pada bulan Maret 2004. Tehnik pengumpulan data yang digunakan adalah kuesioner dan dokumentasi. Populasi dalam penelitian ini adalah orang yang berbelanja deterjen Attack di Pusat Perbelanjaan Mirota Kampus Yogyakarta. Sampel yang diteliti sebanyak 100 responden. Tehnik analisis data yang digunakan adalah korelasi Rank Spearman dan Regresi Linier Berganda.

Hasil analisis data menunjukkan bahwa : (1) Ada korelasi secara parsial antara faktor *Satisfaction* terhadap Kesetiaan Merek, (2) Ada korelasi secara parsial antara faktor *Habitual Behavior* terhadap Kesetiaan Merek, (3) Ada korelasi secara parsial antara faktor *Commitment* terhadap Kesetiaan Merek, (4) Ada korelasi secara parsial antara faktor *Liking of the Brand* terhadap Kesetiaan Merek, (5) Ada pengaruh yang signifikan antara faktor-faktor yang meliputi *Satisfaction*, *Habitual Behavior*, *Commitment* dan *Liking of the Brand* secara bersama-sama terhadap Kesetiaan Merek.

ABSTRACT

ANALYSIS OF THE FACTORS WHICH INFLUENCE THE LOYALTY TO *ATTACK* DETERGENT A CASE STUDY AT MIROTA KAMPUS DEPARTMENT STORE IN YOGYAKARTA

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2004

The purpose of this research is to analyze whether such factors as satisfaction, habitual behavior, commitment and liking of the brand influence partially and simultaneously the loyalty to *Attack* detergent.

The research is a case study and was done in March 2004. The techniques used to get data are questionnaire and documentation. The population of this research are the people who buy *Attack* detergent in Mirota Kampus Department Store in Yogyakarta. This research has 100 respondent. The techniques to analyze the data are Rank Spearman Correlation and Multiple Regression.

The analysis of the data showed that : (1) there was partial correlation between satisfaction and brand loyalty,(2) there was partial correlation between habitual behavior and brand loyalty, (3) there was partial correlation between commitment and brand loyalty, (4) there was partial correlation between liking of the brand toward brand loyalty, (5) there was simultaneously influence of satisfaction, habitual behavior, commitment and liking of the brand on brand loyalty.