

**ABSTRAK**  
**ANALISIS HUBUNGAN ANTARA TINGKAT *EXPERIENCE***  
**KONSUMEN DENGAN TINGKAT LOYALITAS KONSUMEN**

**Studi kasus: *Experience* Konsumen dan Loyalitas Konsumen**  
**Di Larissa Skin Care and Hair Treatment Yogyakarta**

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**2008**

Tujuan penelitian ini adalah untuk mengetahui seberapa besar tingkat *experience* konsumen dan tingkat loyalitas konsumen di Larissa Skin Care and Hair Treatment dan adakah hubungan antara tingkat *experience* konsumen dengan tingkat loyalitas konsumen.

Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada konsumen Larissa Skin Care and Hair Treatment Yogyakarta sebagai responden sebanyak 100. Kemudian dari 100 responden ditentukan kriteria skor ideal dengan menggunakan skala Likert yaitu (1) untuk jawaban Sangat Tidak Setuju, (2) jawaban Tidak Setuju, (3) jawaban Ragu-Ragu, (4) jawaban Setuju, dan (5) untuk jawaban Sangat Setuju. Analisis data yang digunakan adalah *rating scale* untuk mengukur seberapa besar tingkat *experience*, tingkat loyalitas konsumen, dan korelasi Spearman rank untuk mengukur apakah ada hubungan antara tingkat *experience* konsumen dengan tingkat loyalitas konsumen.

Dari hasil analisis data didapatkan bahwa tingkat *experience* konsumen adalah tinggi dan tingkat loyalitas konsumen juga tinggi. Selain itu juga terdapat hubungan yang positif antara tingkat *experience* konsumen dengan tingkat loyalitas konsumen yang artinya semakin tinggi tingkat *experience* konsumen maka konsumen akan semakin loyal.

**ABSTRACT**

**AN ANALYSIS ON THE RELATIONSHIP BETWEEN CONSUMER  
EXPERIENCE AND CONSUMER LOYALTY LEVELS**

**A Case study on Consumer Experience and Consumer Loyalty levels at the  
Yogyakarta Larissa Skin Care and Hair Treatment**

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The research aimed to identify the levels of consumer experience and consumer loyalty at the Larissa Skin Care and Hair Treatment and whether a relationship was found between consumer experience and consumer loyalty levels.

Data in this research were collected by distributing questionnaires to 100 consumers of the Yogyakarta Larissa Skin Care and Hair Treatment as respondents. From the 100 respondents, then, ideal score criteria were determined by using the Likert scale, namely for responses of (1) Highly Disagree, (2) Disagree, (3) Uncertain, (4) Agree, and (5) Highly Agree. Rating scale were used as data analysis to measure the levels of consumer experience, consumer loyalty, while Spearman's rank correlation was utilized to measure whether there was a relationship between consumer experience and consumer loyalty levels.

Results of data analysis showed that consumer experience level was higher and consumer loyalty level was higher accordingly. In addition, a positive relationship was found between consumer experience level and consumer loyalty level indicating that the higher consumer experience level, the stronger consumer loyalty was.