

## **ABSTRAK**

### **PENGARUH KESAN KUALITAS DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN DAN LOYALITAS MEREK**

#### **Studi Kasus pada Konsumen Sabun Mandi Merek LUX di Desa Condongcatur Depok Sleman Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kesan kualitas terhadap keputusan pembelian; (2) pengaruh citra merek terhadap keputusan pembelian; dan (3) pengaruh keputusan pembelian terhadap loyalitas merek. Jenis penelitian ini adalah studi kasus pada konsumen sabun mandi merek LUX dengan jumlah sampel 200 responden. Teknik pengumpulan data yang digunakan adalah kuesioner dan dilakukan pada bulan April-Mei 2009. Teknik pengambilan sampel yang digunakan *purposive* dan *convenience sampling*. Teknik analisis data yang digunakan adalah Analisis Persentase, Uji Validitas, Uji Reliabilitas, *Structural Equation Modeling* (SEM). Hasil analisis data menunjukkan bahwa: (1) kesan kualitas berpengaruh terhadap keputusan pembelian. (2) citra merek berpengaruh terhadap keputusan pembelian. (3) keputusan pembelian berpengaruh terhadap loyalitas merek.

## **ABSTRACT**

### **THE INFLUENCE OF PERCEIVED QUALITY AND BRAND IMAGE ON BUYER DECISION AND BRAND LOYALTY**

**A Case Study on Consumer of LUX Bath Soap in Condongcatur, Depok,  
Sleman, Yogyakarta**

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This research aims to know: (1) the influence of perceived quality on buyer decision; (2) the influence of brand image on buyer decision; (3) the influence of buyer decision on brand loyalty. This research is a case study on consumers of LUX bath soap with 200 respondents. As the samples were collected using questionnaires and were distributed on April-Mey 2009. The sampling technique was purposive convenience sampling. The data analysis technique used were percentase analysis and Structural Equation Modeling (SEM). The result of the research showed that (1) perceived quality influenced buyer decision; (2) brand image influenced buyers decision; and (3) buyer decision influenced toward brand loyalty.