

ABSTRAK

PENGARUH EKUITAS MEREK, BAURAN PROMOSI DAN HARGA TERHADAP LOYALITAS KONSUMEN

Studi Kasus pada Mahasiswa Pengguna Shampo Dove
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Penelitian ini bertujuan untuk mengetahui apakah ekuitas merek shampo Dove berpengaruh terhadap loyalitas konsumen; apakah bauran promosi shampo Dove berpengaruh terhadap loyalitas konsumen; dan apakah harga shampo Dove berpengaruh terhadap loyalitas konsumen. Penelitian ini adalah studi kasus. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Teknik pengumpulan data dengan teknik wawancara dan kuesioner. Variabel independen dalam penelitian ini adalah ekuitas merek, bauran promosi dan harga. Sedangkan variabel dependennya adalah loyalitas konsumen. Data yang diperoleh kemudian diolah dengan analisis regresi linier berganda, uji F dan uji t. Berdasarkan analisis data yang telah dilakukan, maka diperoleh hasil ekuitas merek, bauran promosi dan harga berpengaruh terhadap loyalitas konsumen sebesar 47,5% dengan $F_{hitung} \geq F_{tabel}$ ($28,915 \geq 2,699$). Sedangkan hasil analisis regresi secara parsial menunjukkan bahwa ekuitas merek berpengaruh terhadap loyalitas konsumen dimana $t_{hitung} \geq t_{tabel}$ ($8,440 \geq 1,985$), bauran promosi tidak berpengaruh terhadap loyalitas konsumen dimana $-t_{hitung} < -t_{tabel}$ ($-0,062 \geq -1,985$), dan harga tidak berpengaruh terhadap loyalitas konsumen dimana $t_{hitung} < t_{tabel}$ ($0,069 < 1,985$).

ABSTRACT

THE EFFECT OF BRAND EQUITY, PROMOTION MIX AND PRICE ON CONSUMER LOYALTY

A Case Study on Student Consumer Of Dove Shampoo
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The purpose of this research is to figure out whether or not brand equity, promotion mix, and price of Dove shampoo affect consumer loyalty. This research is a case study. The technique used to collect samples is purposive sampling. Data gathering techniques are interviews and questionnaires. The independent variables in this research are brand equity, promotion mix, and price while the dependent variable is consumer loyalty. The data gathered are then analyzed by using multiple linier regression; which includes, F-test and t-test. Based on the data analysis performed, the result obtained is that brand equity, promotion mix, and price affect consumer loyalty with the percentage of 47.5%, with $F_{\text{count}} \geq t_{\text{table}}$ ($28.915 \geq 2.699$). On the other hand, results of the regression analysis show partial supports to the hypotheses. The consumer loyalty is affected by brand equity, in which $t_{\text{count}} \geq t_{\text{table}}$ ($8.440 \geq 1.985$); but not affected by promotion mix and price. Promotion mix has no effect on the consumer loyalty, when $-t_{\text{count}} \geq -t_{\text{table}}$ ($-0.062 \geq -1.985$). In addition, price has no effect on the consumer loyalty, in which $t_{\text{count}} < t_{\text{table}}$ ($0.069 < 1.985$).