

ABSTRAK

PENGARUH *BRAND IMAGE* TERHADAP
BRAND LOYALTY INDOMIE PRODUK
PT. INDOFOOD SUKSES MAKMUR

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Tujuan penelitian ini untuk mengetahui pengaruh *Brand Image* terhadap *Brand Loyalty*. Penelitian ini merupakan penelitian asosiatif atau korelasional, yaitu penelitian yang mengkaji ada-tidaknya pengaruh variabel *Brand Image* terhadap *Brand Loyalty* produk mie instan merek Indomie yang diproduksi oleh PT. Indofood Sukses Makmur Jakarta.

Teknik pengumpulan data yang digunakan adalah: kuesioner, dan studi pustaka. Sampel penelitian berjumlah 100 mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta, dengan teknik pengambilan sampel sampling aksidental. Teknik analisis data yang digunakan adalah regresi linier.

Hasil penelitian ini menyimpulkan bahwa: (1) Tingkat *Brand Image* mie instan merek Indomie di mata mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta adalah tinggi. Tingkat *Brand Loyalty* mie instan merek Indomie di lingkungan mahasiswa Fakultas Ekonomi Universitas Sanata Dharma, Yogyakarta adalah tinggi; (2) Koefisien regresi antara variabel bebas yaitu *Brand Image* (X) terhadap variabel tergantung *Brand Loyalty* (Y) adalah 0,644, maka *Brand Image* benar-benar memiliki pengaruh yang kuat dan bersifat positif terhadap *Brand Loyalty*; (3) Besarnya pengaruh variabel bebas (*Brand Image*) terhadap variabel tergantung (*Brand Loyalty*) adalah sebesar 41,5%, dan sisanya sebesar 58,5% dipengaruhi oleh variabel atau faktor lain; (4) Hipotesa yang berbunyi bahwa ada pengaruh positif dan signifikan *Brand Image* terhadap *Brand Loyalty* produk mie instan Indomie adalah terbukti. Artinya semakin tinggi tingkat *Brand Image* produk mie instan Indomie akan menyebabkan semakin tinggi pula tingkat loyalitas konsumen terhadap mie instan merek Indomie, dan sebaliknya semakin rendah tingkat *Brand Image* produk mie instan Indomie akan menyebabkan semakin rendah pula tingkat loyalitas konsumen terhadap merek mie instan merek Indomie.

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE
TO BRAND LOYALTY INDOMIE**

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The purpose of this study is to find out the influence of Brand Image to Brand Loyalty. This study is associative or correlation study, which examines the variable influence of Brand Image to Brand Loyalty of Indomie instant noodle manufactured by PT. Indofood Sukses Makmur Jakarta.

The data gathering techniques utilized in this study are questionnaire and library study. The samples of the study were 100 students of Management Study Program, the Faculty of Economic, Sanata Dharma University Yogyakarta by using accidental sample acquiring technique. The data analysis technique employed in this study was regression linier.

The result of the study summarized as follows: (1) the brand image level of Indomie on the students' view of Management Study Program, the Faculty of Economic, Sanata Dharma University Yogyakarta was high. (2) Coefficient of regression between independent variable of Brand Image (X) toward dependent variable Brand Loyalty (Y) was 0,644. Therefore the brand image was truly had strong influences and was positive toward Brand Loyalty; (3) The percentage of the influence of independent variable (Brand Image) toward dependent variable (Brand Loyalty) was 41,5%, and the rest 58,5% was influenced by another variables and factors; (4) The hypothesis which stated that there are positive and significant influences of Brand image toward Brand Loyalty from Indomie was proven. It means that the higher level of Brand Image Indomie, the greater level of consumer's loyalty toward Indomie, otherwise the lower level of Brand Image Indomie, the lesser level of consumer's loyalty toward Indomie.