

## ABSTRAK

### HUBUNGAN ANTARA BRAND IMAGE, BRAND ATTITUDE DENGAN BRAND LOYALTY PADA PRODUK ATTACK, RINSO DAN SO KLIN

Studi kasus pada masyarakat Pringwulung, Desa Condongcatur, Kec. Depok, Kab.  
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Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara: 1) *brand image* dengan *brand loyalty* 2) *brand attitude* dengan *brand loyalty* dan 3) *brand image* dan *brand attitude* dengan *brand loyalty*. Penelitian ini merupakan studi kasus pada masyarakat Pringwulung Yogyakarta. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Populasi dari penelitian ini adalah masyarakat Pringwulung Yogyakarta yang memakai sabun cuci merek Attack, Rinso, So Klin. Sampel yang diteliti sebanyak 100 responden. Teknik sampling yang digunakan adalah *Purposive* dan *Convenience Sampling*. Uji validitas menggunakan Teknik Korelasi *Pearson's Product Moment* dan uji reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data untuk mengetahui profil responden menggunakan Teknik Presentase, sedangkan untuk pengujian hipotesis pertama dan kedua menggunakan korelasi *Product moment* dan yang ketiga menggunakan korelasi berganda. Hasil analisis data menunjukkan bahwa : 1. Untuk Attack, a) terdapat hubungan positif sangat kuat antara *brand image* dengan *brand loyalty*, b) terdapat hubungan positif sedang antara *brand attitude* dengan *brand loyalty*, c) terdapat hubungan positif sangat kuat antara *brand image* dan *brand attitude* dengan *brand loyalty*. 2. Untuk Rinso, a) terdapat hubungan positif kuat antara *brand image* dengan *brand loyalty*, b) terdapat hubungan positif rendah antara *brand attitude* dengan *brand loyalty*, c) terdapat hubungan positif sangat kuat antara *brand image* dan *brand attitude* dengan *brand loyalty*. 3) Untuk So Klin, a) terdapat hubungan positif kuat antara *brand image* dengan *brand loyalty*, b) terdapat hubungan positif rendah antara *brand attitude* dengan *brand loyalty*, c) terdapat hubungan positif sangat kuat antara *brand image* dan *brand attitude* dengan *brand loyalty*

## **ABSTRACT**

### **An Analysis on Relationships Between Brand Image, Brand Attitude and Brand Loyalty of Detergents Attack, Rinso and So Klin**

A Case Study on Pringwulung Society in Condongcatur, Depok, Sleman Yogyakarta

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The purposes of this study are to analyse the relationships between 1) brand image and brand loyalty 2) brand attitude and brand loyalty 3) brand image and brand attitude with brand loyalty. This research is a case study on Pringwulung society in Yogyakarta. Data were collected by disseminating a questionnaire to the respondents. Population of this research is the society of Pringwulung Yogyakarta who has used detergents Attack, Rinso and So Klin. The samples are 100 respondent. The sampling technique used was purposive convenience sampling. The validity was tested using correlation technique person's Product Moment and the Reliability was tested using Cronbach's alpha. Data analysis to determine profil of respondents was percentage analysis Product Moment has relation was used to test the hypothesis. The results of data analysis show that: 1) For Attack: a) there is a very strong positive relationship between brand image and brand loyalty, b) there is medium positive relationship between brand attitude and brand loyalty, and c) there is a very strong relationship between brand image and brand attitude with brand loyalty. 2) For Rinso: a) there is a strong positive relationship between brand image and brand loyalty, b) there is medium positive relationship between brand attitude and brand loyalty, and c) there is a very strong relationship between brand image and brand attitude with brand loyalty. 3) For So Klin: a) there is a strong positive relationship between brand image and brand loyalty, b) there is medium positive relationship between brand attitude and brand loyalty, and c) there is a very strong relationship between brand image and brand attitude with brand loyalty