

ABSTRAK

**PENGARUH KUALITAS, HARGA DAN MEREK PRODUK
POND'S FACIAL FOAM PT.UNILEVER TERHADAP
LOYALITAS PELANGGAN**

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Tujuan penelitian ini adalah untuk mengetahui : (1) pengaruh parsial kualitas, harga dan merek produk terhadap loyalitas pelanggan; (2) pengaruh simultan kualitas, harga dan merek produk terhadap loyalitas pelanggan.

Penelitian ini merupakan penelitian studi kasus yang dilakukan di Kampus Universitas Sanata Dharma. Khususnya mahasiswa pelanggan produk Pond's Facial Foam. Jumlah sampel yang diambil adalah 100 orang dengan teknik *accidental sampling*. Teknik pengumpulan data yang digunakan adalah kuisisioner, wawancara dan observasi. Teknik analisis data adalah analisis linier ganda.

Hasil analisis menunjukkan: (1) kualitas, harga produk berpengaruh secara parsial terhadap loyalitas pelanggan . (2) merek produk tidak berpengaruh secara parsial terhadap loyalitas pelanggan. (3) kualitas, harga dan merek produk berpengaruh simultan terhadap loyalitas pelanggan.

ABSARCT

THE INFLUENCE OF QUALITY, PRICE, AND BRAND OF PRODUCTS

POND'S FACIAL FOAM ON PT.UNILEVER

ON CUSTOMERS' LOYALTY

A Case Study on Sanata Dharma University Students

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The aim of the research was to find out : (1) the partial influence of quality, price and brand of product on customers loyalty; (2) the simultaneous influence of quality, price, and brand of product on customers loyalty.

The research was a case study which was done in the campus of Sanata Dharma University. The respondents are the students who use Pond's Facial Foam. 100 people were taken as the sample in the research. The data gathering technique which was used in the research was questionnaires, interview, and observation. The analysis technique which was used was multiple linear analysis.

The result of the research showed that ; (1) quality and price of the product partially influence the customers' loyalty. (2) brand of product partially not influence the customers' loyalty. (3) quality, price, and brand of product simultaneously influence of the loyalty customers'.