

## ABSTRAK

Widya Wiryawan (2008) “**Hubungan Persepsi Citra Merek Rokok “GUDANG GARAM FILTER” Dengan Loyalitas Konsumen.** Yogyakarta: Fakultas Psikologi Universitas Sanata Dharma.

Tujuan penelitian ini adalah untuk mengetahui hubungan antara persepsi citra merek dengan loyalitas konsumen. Hipotesis yang diajukan adalah adanya hubungan positif antara persepsi citra merek dengan loyalitas konsumen. Penelitian dilakukan di Kota Yogyakarta. Subyek penelitian adalah konsumen Rokok “Gudang Garam Filter”. Teknik pengambilan sampel menggunakan *purposive random sampling* diambil sebanyak 75 orang.

Jenis penelitian ini adalah kuantitatif dengan teknik korelasional. Teknik pengumpulan data menggunakan kuesioner yang terdiri dari dua skala, yaitu skala Persepsi Citra Merek dan skala Loyalitas Konsumen. Penelitian dilaksanakan 15 September hingga 30 Oktober 2007 yang sebelumnya dilakukan *tryout* instrumen. Hasil uji validitas item pada skala Persepsi Citra Merek, diperoleh 29 item sah dengan koefisien reliabilitas 0,809 pada skala Loyalitas Konsumen, diperoleh 16 item sah dengan koefisien reliabilitas 0,857. Untuk mengetahui hubungan antara persepsi citra merek dengan loyalitas konsumen digunakan analisis data korelasi *product moment* dari *Pearson* pada signifikansi 5%.

Hasil penelitian, menunjukkan bahwa koefisien korelasi sebesar 0,771. Hal ini menunjukkan bahwa ada hubungan positif dan signifikan antara persepsi citra merek dengan loyalitas konsumen, berarti hipotesis penelitian diterima. Jika persepsi citra merek positif, maka konsumen semakin loyal, demikian pula sebaliknya.

## ABSTRACT

Widya Wiryawan (2008) **“The Relation of Brand Image Perception “GUDANG GARAM FILTER” Cigarette with Consumer Loyalty.** Yogyakarta: The Faculty of Psychology, Sanata Dharma University.

The aim of this research is to know the relation between brand image perceptions with consumer loyalty. Hypothesis that proposed is there is positive correlation between brand image perceptions with consumer loyalty. The research is held in Yogyakarta. The subject of this research is the consumer of “Gudang Garam Filter” cigarette. The technique of sampling using *purposive random sampling* is taken as much as 75 people.

The type of this research is quantitative by using correlation technique. The technique of sampling is using questioner that comprises two scales. That scales are, Brand Image Perceptions and Consumer Loyalty. This research is held September 15<sup>th</sup> 2007 until October 30<sup>th</sup> 2007 that previously it held *tryout* instrument. The result of validity item test on Brand Image Perceptions scale is obtained 29 valid items with reliability coefficient 0.809. On Consumer Loyalty scale is obtained 16 valid items with reliability coefficient 0.857. To know the relation between brand image perceptions with consumer loyalty used data analysis of correlation *product moment* of *Pearson* in significance 5%.

The research shows that the correlation coefficient as much as 0.771. It shows that there is a positive correlation and significant between brand image perceptions with consumer loyalty, and it means that research hypothesis is granted. When brand image perceptions are positive, then consumers become more loyal and otherwise.