

**HUBUNGAN ANTARA *SELF CONGRUITY* DAN LOYALITAS MEREK
PEMBERSIH WAJAH POND'S**

Kristina Pratiwi

ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan antara *self-congruity* dengan loyalitas merek pembersih wajah Pond's. Subjek dalam penelitian ini adalah 100 wanita 19-23 tahun yang masih atau pernah menggunakan pembersih wajah Pond's. Hipotesis dalam penelitian ini adalah terdapat hubungan positif antara *self-congruity* dan loyalitas merek pembersih wajah Pond's. Data loyalitas diungkapkan dengan skala Likert yang memiliki reliabilitas 0.978. Sedangkan data *self-congruity* diungkapkan menggunakan *semantic differential scale* yang disajikan menggunakan tiga perintah, masing-masing perintah untuk mengungkap data citra merek dengan reliabilitas sebesar 0.892, diri aktual dengan reliabilitas sebesar 0.833 dan diri ideal dengan reliabilitas sebesar 0.875. Data *self-congruity* diperoleh dengan melihat skor diskrepansi menggunakan rumus Sirgy dan Danes. Dari hasil perhitungan linearitas antara loyalitas dan *self-congruity*, didapatkan nilai F sebesar 1.954 dengan probabilitas 0.170. Hasil tersebut menunjukkan bahwa hubungan *self-congruity* dan loyalitas tidak linear karena probabilitasnya lebih besar dari 0.05 ($p > 0.05$) dan *scatter plot* sebaran data cenderung menyebar. Hipotesis menggunakan *product moment* tidak dapat dilakukan. Hipotesis tidak terbukti.

Kata Kunci : loyalitas, konsep diri, citra merek, *self-congruity*.

**CORELATION BETWEEN SELF CONGRUITY WITH BRAND
LOYALTY POND'S FACIAL CLEANSER**

Kristina Pratiwi

ABSTRACT

Current research was aimed to examine the corelation self-congruity and brand loyalty of Pond's facial cleanser. The subjek of current research were were 100 women who were or has been using Pond's facial cleanser, the age range 19-23 years. Hypothesis of this research was a positive corelation between the congruence of self-concept and brand image with brand loyalty of Pond's facial cleanser. Research data disclosed by the loyalty scale with Likert technique for measuring the Pond's brand loyalty. While the measurement of self-congruity used differential sematic scale presented used the three commands, each command to reveal the brand image data, the actual-self and ideal-self. Congruence of data obtained by looking at the score discrepancy using the Sirgy and Danes formula. The scale has a reliability loyalty 0.978. The scale has a reliability of the brand image 0.892. Actual-self scale reliability for 0.833, where as the ideal-self scale reliability for 0.875. Linearity of the calculation of loyalty and the discrepancy between self-concept and brand image, obtained F value of 1.954 with a probability of 0.170. These results indicate that the relationship self-concept discrepancy with loyalty and brand image is not linear because the probability is greater than 0.05 ($p > 0.05$) and scatter plot was spread. This mean there was no relationship between self-congruity with brand loyalty.

Keywords: brand loyalty, self-concept, brand image, self-congruity