

## ABSTRAK

### **ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI LOYALITAS MEREK PRODUK RAKET BULUTANGKIS YONEX**

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Penelitian ini bertujuan untuk menganalisis pengaruh harga, distribusi, kualitas produk, dan promosi secara simultan dan parsial terhadap loyalitas merek pada konsumen Garuda Sport & Music di Yogyakarta. Jenis penelitian ini adalah kuantitatif. Populasi penelitian ini adalah seluruh konsumen yang telah membeli produk raket bulutangkis Yonex pada Garuda Sport & Music Yogyakarta. Jumlah sampel sebanyak 100 responden. Teknik pemilihan sampel yang digunakan adalah *purposive sampling*. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa: (1) Harga, distribusi, kualitas produk dan promosi secara simultan berpengaruh terhadap loyalitas merek, (2) Secara parsial, harga, distribusi dan kualitas produk tidak berpengaruh terhadap loyalitas merek sedangkan promosi berpengaruh loyalitas merek.

Kata kunci: Harga, Distribusi, Kualitas Produk, Promosi, Loyalitas Merek.

**ABSTRACT**

**THE ANALYSIS OF FACTORS THAT INFLUENCE  
THE BRAND LOYALTY OF YONEX  
BADMINTON RACKET**

A Case Study at Garuda Sport & Music in Yogyakarta

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The aim of this research to analyze the effect of price, distribution, product quality, and promotion simultaneously and partially brand loyalty of Garuda Sport & Music consumers in Yogyakarta. The type of research is quantitative. The population of this research is all of the consumers who have purchased Yonex badminton racket products at Garuda Sport & Music Yogyakarta. The amount of samples in this research is 100 respondents. The sample selection technique used in this research is purposive sampling. The instrument tests used in this research are validity and reliability test. The analysis technique used in this research is multiple linear regression.

The result of the research shows that: (1) Price, distribution, product quality and promotion simultaneously affect the brand loyalty, (2) Partially, price, distribution and product quality do not influence brand loyalty while promotion influence brand loyalty.

Keywords: Price, Distribution, Product Quality, Promotion, Brand Loyalty.