

ABSTRAK**ANALISIS TINGKAT *BRAND LOYALTY* DAN TINGKAT *BRAND AWARENESS* PADA PRODUK MI INSTAN MEREK INDOMIE**

Studi pada Konsumen Indomie di suatu *Supermarket*

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Penelitian ini bertujuan untuk mengetahui tingkat *brand loyalty* dan tingkat *brand awareness* pada produk mi instan merek Indomie. Penelitian ini dilakukan pada bulan September 2018 hingga bulan Oktober 2018 di suatu *supermarket*. Jenis penelitian ini adalah penelitian deskriptif. Populasi dalam penelitian ini adalah seluruh konsumen Indomie di suatu *supermarket* dan sampel dalam penelitian ini adalah 100 orang dari populasi yang dipilih dengan teknik *purposive sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner. Uji instrumen penelitian yang digunakan adalah uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan di dalam penelitian ini adalah perhitungan rata-rata, standar deviasi, dan persentase.

Hasil penelitian ini menunjukkan bahwa: tingkat *brand loyalty* Indomie yaitu (1) *switcher buyer* sebesar 20,5%, (2) *habitual buyer* sebesar 44%, (3) *satisfied buyer* sebesar 68,5%, (4) *liking of the brand buyer* sebesar 85%, (5) *committed buyer* sebesar 52,5%, dan tingkat *brand awareness* Indomie yaitu (1) *top of mind* sebesar 79%, (2) *brand recall* sebesar 8%, (3) *brand recognition* sebesar 13%, (4) *unaware of brand* sebesar 0%.

Kata kunci: *brand loyalty*, *brand awareness*, merek Indomie.

ABSTRACT

THE ANALYSIS ON THE LEVEL OF BRAND LOYALTY AND BRAND AWARENESS ON INDOMIE INSTANT NOODLE PRODUCT

A Study on Indomie Consumers in a Supermarket

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The aim of research is to discover the level of brand loyalty and the brand awareness on Indomie instant noodle products. This research was conducted from September 2018 to October 2018 in a supermarket. This research type is the descriptive one. The population of this research is all Indomie consumers in a supermarket, and the samples of this research are 100 people of the population selected by the purposive sampling technique. The data collection is performed by using a questionnaire. The research instrument tests used here are the validity test and the reliability test. The data analysis techniques used on this research are the average calculation, deviation standard, and percentage.

The result of this research shows that: the brand loyalty level of Indomie are (1) the switcher buyer 20.5%, (2) the habitual buyer 44%, (3) the satisfied buyer 68.5%, (4) the liking of brand buyer 85%, and (5) the committed buyer 52.5%; and the brand awareness levels of Indomie are (1) the top of mind 79%, (2) the brand recall 8%, (3) the brand recognition 13%, and (4) the unaware of brand 0%.

Keywords: brand loyalty, brand awareness, Indomie brand.