

ABSTRAK
ANALISIS PENGARUH STRATEGI *BRANDING*
TERHADAP LOYALITAS KONSUMEN
Studi pada Konsumen Klinik Kopi di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh strategi *branding* (*brand positioning*, *brand identity*, *brand personality*, dan *brand communication*) terhadap loyalitas konsumen di Klinik Kopi. Populasi dalam penelitian ini adalah konsumen Klinik Kopi, dengan sampel sebanyak 100 responden. Teknik pengambilan sampel adalah teknik nonprobabilitas *sampling* yaitu *incidental sampling*. Teknik pengumpulan data yang digunakan yaitu kuesioner. Metode analisis data menggunakan analisis regresi linear sederhana dan uji t. Hasil penelitian ini menunjukkan bahwa strategi *branding* (*brand positioning*, *brand identity*, *brand personality*, dan *brand communication*) berpengaruh signifikan terhadap loyalitas konsumen.

Kata kunci: strategi *branding*, loyalitas konsumen.

ABSTRACT
ANALYSIS OF EFFECT OF STRATEGY BRANDING
CUSTOMER LOYALTY

A Study on Klinik Coffee Customers in Yogyakarta

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This study aims to determine the influence of branding strategy (brand positioning, brand identity, brand personality and brand communication) toward customer loyalty in Klinik Coffee. The population in this study is customers of Klinik Coffee, as many as 100 respondents. The sampling technique incidental sampling technique. Data collection techniques used were questionnaires. Methods of data analysis was simple linear regression analysis and t test. The results of this study indicate that the branding strategy (brand positioning, brand identity, brand personality and brand communication) influence a customers loyalty at Klinik Coffee.

Keywords: strategy branding, consumer loyalty.

