

ABSTRAK**ANALISIS TINGKAT LOYALITAS MEREK
PADA PRODUK AIR MINERAL MEREK AQUA**

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Tujuan dari penelitian ini untuk mengetahui tingkat loyalitas merek produk air mineral merek aqua, yang dilakukan pada bulan Juni 2021 hingga bulan Juli 2021 di supermarket *Citrouli Swalayan*. Jenis dari penelitian ini adalah penelitian deskriptif. Populasi dalam penelitian ini adalah konsumen Aqua yang membeli air mineral di supermarket *Citrouli Swalayan* dan sampel dari penelitian ini 100 orang dari populasi yang telah dipilih dengan teknik *purposive sampling*. Peneliti mengumpulkan data menggunakan kuesioner. Uji instrumen dalam penelitian yang digunakan adalah uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan oleh peneliti adalah standar deviasi, perhitungan rata-rata, dan persentase. Hasil penelitian ini menunjukkan bahwa: tingkat loyalitas merek Aqua yaitu (1) *switcher buyer* sebesar 20%, (2) *habitual buyer* sebesar 44%, (3) *satisfied buyer* sebesar 68,5%, (4) *likes the brand* sebesar 88%, (5) *committed buyer* sebesar 52,5%.

Kata kunci: loyalitas merek, merek Aqua.

ABSTRACT

THE ANALYSIS ON THE LEVEL OF BRAND LOYALTY ON AQUA MINERAL WATER PRODUCT

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This study aimed to determine the level of brand loyalty of mineral water products aqua brand, which was carried out from June 2021 to July 2021 at the Citrouli Supermarket. The type of this research is descriptive research. The population in this study were Aqua consumers who bought mineral water at the Citrouli supermarket. Samples of this study were 100 people from the population determined by the purposive sampling technique. Researchers collected data using a questionnaire. The instrument test in the research used is the validity test and the reliability test. The data analysis technique used by the researcher is the standard deviation, the average calculation, and the percentage. The results of this study indicate that: the brand loyalty level of Aqua are (1) the switcher buyer 20%, (2) the habitual buyer 44%, (3) the satisfied buyer 68,5%, (4) the likes brand 88%, and (5) the committed buyer 52,5%.

Keywords: brand loyalty, Aqua brand

