

**ABSTRAK**  
**PENGARUH HARGA, CITRA MEREK, DAN *CELEBRITY ENDOSER***  
**TERHADAP LOYALITAS KONSUMEN ERIGO**  
Studi pada konsumen Erigo di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga, citra merek, dan *celebrity endorser* terhadap loyalitas konsumen Erigo, (2) pengaruh harga terhadap loyalitas konsumen Erigo, (3) pengaruh citra merek terhadap loyalitas konsumen Erigo, (4) pengaruh *celebrity endorser* terhadap loyalitas konsumen Erigo. Teknik pengambilan sampel pada penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner secara *online*, meliputi variabel harga, citra merek, dan *celebrity endorser* dan kuesioner ini diisi oleh 102 responden. Analisis data menggunakan Regresi Linier Berganda yang kemudian diolah menggunakan SPSS 16.0 *for Windows*. Hasil penelitian menunjukkan bahwa: (1) Harga, Citra Merek, dan *Celebrity Endorser* berpengaruh terhadap loyalitas konsumen Erigo, (2) Harga berpengaruh terhadap loyalitas konsumen Erigo, (3) Citra merek berpengaruh terhadap loyalitas konsumen Erigo, (4) *Celebrity endorser* tidak berpengaruh terhadap loyalitas konsumen Erigo.

Kata kunci: Harga, Citra Merek, *Celebrity Endoser*, Loyalitas Konsumen.

**ABSTRACT**  
**THE INFLUENCE OF PRICE, BRAND IMAGE, AND *CELEBRITY***  
***ENDORSER* ON ERIGO CUSTOMER LOYALTY**  
Study on Erigo consumers in Yogyakarta

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This study aims to determine: (1) the influence of price, brand image, and celebrity endorser on Erigo consumer loyalty, (2) the influence of price on Erigo consumer loyalty, (3) the influence of brand image on Erigo consumer loyalty, (4) the influence of celebrity endorser on Erigo consumer loyalty. The sampling technique used purposive sampling. The data were obtained by distributing questionnaires about price, brand image, celebrity endorser to 102 respondents. Data analysis using Multiple Linear Regression and using SPSS 16.0 for Windows. The result of the study show that: (1) price, brand image, celebrity endorser had a positive influence toward consumer loyalty (2) price had a positive influence toward consumer loyalty, (3) brand image had a positive influence toward consumer loyalty, (4) celebrity endorser had no positive influence toward consumer loyalty.

Keyword: Price, Brand Image, Celebrity Endorser, Consumer Loyalty

