

ABSTRAK

**KONTRIBUSI HARGA, KUALITAS PRODUK, DAN CITRA MEREK
TERHADAP LOYALITAS PENGGUNA TELEPON SELULER NOKIA**

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Penelitian ini bertujuan untuk mengetahui seberapa besar kontribusi harga, kualitas produk, dan citra merek terhadap loyalitas pengguna Telepon Seluler Nokia.

Penelitian ini merupakan jenis penelitian eksplanatif yang dilaksanakan di Kabupaten Temanggung dan di Kabupaten Sleman pada bulan Maret 2013. Populasi dari penelitian ini adalah pelajar SMP dan SMA, mahasiswa, dan masyarakat yang keseluruhannya berjumlah 100 responden. Sampel diambil dengan teknik *accidental sampling* dan data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Sebelum melakukan pengujian hipotesis dilakukan uji prasyarat, yaitu uji normalitas, uji linieritas, uji multikolinieritas, dan uji heterokedastisitas. Data dianalisis menggunakan analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa: (1) Harga berkontribusi secara signifikan terhadap loyalitas konsumen sebesar 44,5% ($\text{sig} = 0,000 < 0,05$), (2) Kualitas Produk berkontribusi secara signifikan terhadap loyalitas konsumen sebesar 30,6% ($\text{sig} = 0,000 < 0,05$), (3) Citra Merek berkontribusi secara signifikan terhadap loyalitas konsumen sebesar 24,8% ($\text{sig} = 0,000 < 0,05$), (4) Variasi variabel loyalitas konsumen dijelaskan oleh harga, kualitas produk, dan citra merek sebesar 57,8%, dan 42,2% sisanya dijelaskan oleh variabel lain di luar model penelitian.

ABSTRACT

THE CONTRIBUTION OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON THE LOYALTY OF NOKIA MOBILE PHONE USERS

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This study aims to determine how much the contribution of price, product quality, and brand image on the loyalty of Nokia Mobile Phone users.

This research is an explanative research that is implemented in Temanggung and Sleman Regency in March 2013. The population of this study are 100 respondents that consist of junior and senior high school students, college students, and public. The samples were taken by an accidental sampling technique, and the data were gathered by questionnaires and were tested their validities and reliabilities. Prerequisite was tested by normality test, linearity test, multicollinearity test, and heteroscedasticity test before testing hypothesis. The data were analyzed by using multiple regression analysis.

The results of this study show that: (1) price contributes significantly to the consumer loyalty at 44,5% (*sig value* = 0,000 < 0,05), (2) product quality contributes significantly to the consumer loyalty at 30,6% (*sig value* = 0,000 < 0,05), (3) brand image contributes significantly to the consumer loyalty at 24,8% (*sig value* = 0,000 < 0,05), and (4) the consumer loyalty variable variation is explained by price, product quality, and brand image are at 57,8% and 42,2% is the rest explained by other variables outside the study model.