

ABSTRAK**PENGARUH PERSEPSI TENTANG KUALITAS, HARGA
DAN MEREK PRODUK TERHADAP
LOYALITAS PELANGGAN**

Studi Kasus Pelanggan Produk Kosmetik “Sariayu”

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Tujuan penelitian ini adalah untuk mengetahui: (1) pengaruh persepsi tentang kualitas produk terhadap loyalitas pelanggan; (2) pengaruh persepsi tentang harga produk terhadap loyalitas pelanggan; (3) pengaruh persepsi merek produk terhadap loyalitas pelanggan; (4) pengaruh persepsi tentang kualitas, harga, dan merek produk terhadap loyalitas pelanggan.

Penelitian ini merupakan penelitian studi kasus yang dilakukan di *counter-counter* pemasaran “Sariayu” di Yogyakarta pada bulan Januari 2007. Jumlah sampel yang diambil adalah 100 orang dengan teknik *accidental sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner, wawancara dan dokumentasi. Teknik analisis data adalah analisis regresi linier sederhana dan analisis linier ganda.

Hasil penelitian menunjukkan bahwa: (1) ada pengaruh positif persepsi tentang kualitas produk terhadap loyalitas pelanggan ($t_{hitung} = 5,914 > t_{tabel} = 1,984$); (2) ada pengaruh positif persepsi tentang harga produk terhadap loyalitas pelanggan ($t_{hitung} = 5,993 > t_{tabel} = 1,984$); (3) ada pengaruh positif persepsi tentang merek produk terhadap loyalitas pelanggan ($t_{hitung} = 4,945 > t_{tabel} = 1,984$); (4) ada pengaruh positif persepsi tentang kualitas, harga, dan merek produk terhadap loyalitas pelanggan (pada taraf signifikansi 5%, $F_{hitung} = 13,238 > F_{tabel} = 2,70$).

Koefisien determinasi ($R^2 = 0,293$) menunjukkan bahwa sumbangan efektif variabel persepsi tentang kualitas, harga, dan merek produk terhadap loyalitas pelanggan adalah sebesar 29,3% sedangkan sisanya sebesar 70,7% dijelaskan oleh variabel lain.

ABSTRACT

THE INFLUENCE OF PERCEPTION ON QUALITY, PRICE, AND BRAND OF PRODUCT TOWARD CUSTOMERS' LOYALTY

A case study on the Customers of "Sariayu" Cosmetic Product

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The aim of the research was to find out: (1) the influence of perception on quality of product toward customers' loyalty; (2) the influence of perception on price of product toward customers' loyalty; (3) the influence of perception on brand of product toward customers' loyalty; (4) the influence of perception on quality, price, and brand of product toward customers' loyalty.

The research was a case study which was done in "Sariayu" marketing counters in Yogyakarta in January 2007. In the research, the researcher chose accidental sampling technique. There were 100 people taken as the sample in the research. The data gathering technique which was used in the research was questionnaires, interview, and documentations. The analysis technique which was used was simple linear regression analysis and double linear analysis.

The result of the research showed that: (1) there was positive influence perception on quality of product toward customers' loyalty ($t_{count} = 5,914 > t_{table} = 1,984$); (2) there was positive influence perception on price of product toward customers' loyalty ($t_{count} = 5,993 > t_{table} = 1,984$); (3) there was positive influence perception on brand of product toward customers' loyalty ($t_{count} = 4,945 > t_{table} = 1,984$); (4) there was positive influence perception on quality, price, and brand of product toward customers' loyalty (in the significant level 5%, $F_{count} = 13,238 > F_{table} = 2,70$). The determination coefficient ($R^2 = 0,293$) showed that the effective contribution of the variable perception on quality, price, and brand of product toward customers' loyalty was 29,3%, and the remaining 70,7% was determined by the other variables.