

Analisis faktor-faktor yang mempengaruhi loyalitas merek produk kosmetik perawatan kulit wanita = Analysis of factors affecting brand loyalty women skin care cosmetic products

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk (product quality), design, nama merek (brand name), lingkungan toko (store environment), kualitas pelayanan (service quality), promosi (promotion) dan harga (price) pada loyalitas merek. Penelitian ini dilakukan melalui survey kepada 100 responden yang sedang menggunakan produk kosmetik perawatan kulit. Pengolahan data ini menggunakan SPSS dengan uji regresi linier berganda (Multiple Linear Regression). Dari penelitian yang dilakukan didapat hasil bahwa variabel kualitas produk, desain, nama merek, promosi dan harga mempunyai pengaruh secara signifikan terhadap loyalitas merek. Sedangkan variabel lingkungan toko dan kualitas pelayanan tidak berpengaruh secara signifikan terhadap loyalitas merek. Melalui pengujian ini diharapkan dapat memberikan pemahaman secara empiris berkaitan dengan upaya-upaya untuk meningkatkan loyalitas merek.

The purpose of this research is to examine the effect of product quality, design, brand name, store environment, service quality, promotion, and price upon the brand loyalty. This research was conducted through a survey of 100 respondents who currently using skin care cosmetic products. Data was analyzed by using SPSS multiple linear regression. From the research, that product quality, design, brand name, promotion and price variables were affecting significantly on brand loyalty. Meanwhile store environment and service quality were not affecting significantly on brand loyalty. Through this research, it is expected that the research can provide an understanding of empirically associated with efforts to increase brand loyalty.