ABSTRACT

Goals to be achieved in this study is to investigate, analyze, and prove the influence of customer satisfaction on brand loyalty Buavita in Surabaya.

This study uses conclusive research, and the classification of conclusive research, this study included in experimental research. This study used technical Simple Linear Regression Analysis. While the number of samples taken as many as 100 respondents with non probability sampling technique of sampling and type of sampling used was convenience sampling. Measurement scale used is the numerical scale. Customer satisfaction in terms of attributes related to the product and attributes related to the purchase. Which Attribute related to the product consists of the price value relationship, Product quality, product benefits, product features, product design, product reliability and consistency and range of product and service. While the Attribute related to the purchase consisted of Easy or convenience of acquisition, Company reputation and competence Company. Brand loyalty measure in terms of behavior, switching costs, measuring satisfaction, liking of the brand and commitment. Target population in this study are the customers who buy and consume Buavita at least 2 times a month and is domiciled in Surabaya. With the help of SPSS 17.0 statistics linear regression analysis to find out how big the influence of customer satisfaction on brand loyalty Buavita in Surabaya.

Based on the results of hypothesis testing as a whole, it can be proved that the working hypothesis proposed that "Presumably there is the influence of customer satisfaction on brand loyalty Buavita juice packaging in Surabaya" is true. This can be evidenced from the results of hypothesis testing regression coefficient (b) equal to 0.702. In this case the influence that happened is positive and it means that customer satisfaction bottled fruit juice products in Surabaya Buavita experience an increase or decrease the brand loyalty of fruit juice products packaged in Surabaya Buavita will also experience a rise or a decline of 0.702. Coefficient of determination (R^2) of 0.492 or 49.2%, which means that 49.2% variation brand loyalty variable packaging fruit juice products can be explained by variations Buavita variable customer satisfaction Buavita packaging fruit juice products in Surabaya.

Keywords: Customer satisfaction, Brand, Brand Loyalty.

INTISARI

Tujuan yang hendak dicapai dalam penelitian ini adalah untuk mengetahui, menganalisis, dan membuktikan adanya pengaruh kepuasan pelanggan terhadap loyalitas merek Buavita di Surabaya.

Penelitian ini menggunakan riset konklusif, dan dalam penggolongan dari riset konklusif, penelitian ini termasuk dalam penelitian eksperimental. Penelitian ini menggunakan teknis Analisis Regresi Linier Sederhana. Sedangkan jumlah sampel yang diambil sebanyak 100 responden dengan teknik pengambilan sampel *non probability sampling* dan jenis pengambilan sampel yang digunakan adalah *convenience sampling*. Skala pengukuran yang digunakan adalah *numerical scale.* Kepuasan pelanggan ditinjau dari *Attribute related to the product* dan *Attribute related to the purchase*. Yang mana *Attribute related to the product* terdiri dari *value price relationship*, *Product quality*, *Product benefit*, *Product feature*, *Product design*, *Product reliability and consistency* dan *Range of product and service*. Sedangkan *Attribute related to the purchase* terdiri dari *Easy or convenience of acquisition*, *Company reputation* dan *Company competence*. Loyalitas merek ditinjau dari *behavior measure*, *switching cost*, *measuring satisfaction*, *liking of the brand* dan *commitment*. Target populasi dalam penelitian ini adalah pelanggan yang membeli dan mengkonsumsi Buavita minimal 2 kali dalam sebulan dan berdomisili di Surabaya. Dengan bantuan program *SPSS statistics 17.0* dilakukan analisis regresi linier untuk mengetahui seberapa besar pengaruh kepuasan pelanggan terhadap loyalitas merek Buavita di Surabaya.

Berdasarkan hasil pengujian hipotesis secara keseluruhan, maka dapat dibuktikan bahwa hipotesis kerja yang diajukan yakni "Diduga terdapat pengaruh kepuasan pelanggan terhadap loyalitas merek sari buah kemasan Buavita di Surabaya" adalah benar. Hal ini dapat dibuktikan dari hasil pengujian hipotesis koefisien regresi (b) sebesar 0,702. Dalam hal ini pengaruh yang terjadi adalah positif dan hal itu berarti bahwa kepuasan pelanggan produk sari buah kemasan Buavita di Surabaya mengalami peningkatan atau penurunan maka loyalitas merek produk sari buah kemasan Buavita di Surabaya juga akan mengalami penaikan atau penurunan sebesar 0,702. Nilai koefisien determinasi (R^2) sebesar 0,492 atau 49,2% yang berarti bahwa 49,2% variasi variabel loyalitas merek produk sari buah kemasan Buavita mampu dijelaskan oleh variasi variabel kepuasan pelanggan produk sari buah kemasan Buavita di Surabaya.

Kata Kunci : Kepuasan pelanggan, Merek, Loyalitas Merek.