

## INTISARI

Meningkatkan loyalitas merek merupakan salah satu cara badan usaha dapat bertahan hidup dalam lingkungan persaingan yang semakin ketat. Loyalitas merek adalah kecenderungan pelanggan mempunyai sikap yang positif terhadap suatu merek dan melakukan pembelian ulang terhadap merek tersebut secara berulang-ulang. Loyalitas merek dapat dibentuk melalui kepuasan pelanggan yang didapat pada saat mengonsumsi suatu produk. Kepuasan pelanggan timbul apabila produk yang dikonsumsi pelanggan sesuai dengan harapan pelanggan. Kepuasan pelanggan perlu ditingkatkan karena kepuasan pelanggan merupakan salah satu dasar loyalitas pelanggan terhadap merek.

Tujuan dari penelitian ini, untuk mengetahui pengaruh kepuasan pelanggan terhadap loyalitas merek kopi bubuk “Kapal Api Special” di Surabaya. Kepuasan pelanggan ditinjau dari *value price relationship, product quality, product features, product reliability, convenience of acquisition*. Dan Loyalitas merek ditinjau dari *behavior measures, switching costs, satisfaction, liking of the brand, dan commitment*. Menggunakan uji t, hasil penelitian menunjukkan adanya pengaruh kepuasan pelanggan terhadap loyalitas merek kopi bubuk “Kapal Api Special” di Surabaya.

Kata kunci : kepuasan pelanggan, loyalitas merek.

## **ABSTRACT**

Increasing brand loyalty is one way businesses can survive in an environment of increased competition. Brand loyalty is the tendency of customers have a positive attitude towards a brand and make repeated purchases of the brand repeatedly. Brand loyalty can be formed through customer satisfaction gained when consuming a product. Customer satisfaction arise if the product is consumed by customers in accordance with customer expectation. Necessary to increase customer satisfaction because customer satisfaction is one of the basic loyalty to the brand.

The purpose of this study, to investigate the effect of customer satisfaction to brand loyalty coffee powder “Kapal Api Special 185gr” in Surabaya. Customer satisfaction in the review of the price value relationship, product quality, product features, product reliability, convenience of acquisition. And brand loyalty in the review of the behavioral measures, switching costs, satisfaction, liking of the brand, and commitment. Using the t test, the results showed the influence of customer satisfaction to brand loyalty coffee powder “Kapal Api Special 185gr” in Surabaya.

Keywords: Customer Satisfaction, Brand Loyalty