

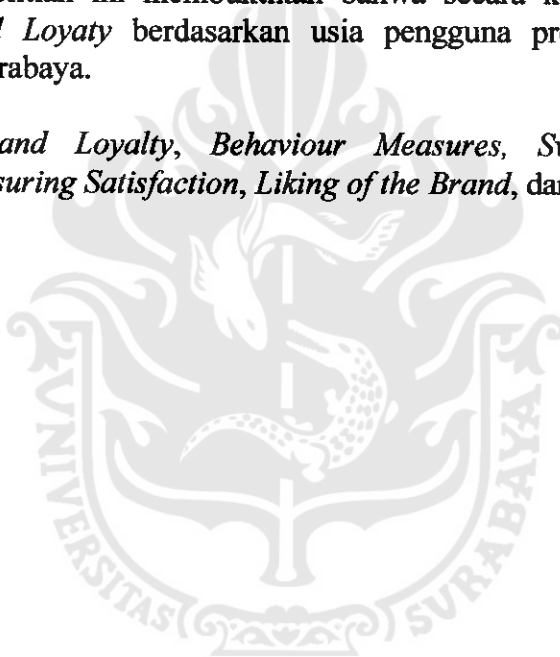
INTISARI

Penelitian ini menguji perbedaan *Brand Loyaty* berdasarkan usia pengguna POND'S Facial Foam di Surabaya. Tujuan penelitian ini adalah untuk mengetahui dan membuktikan adanya perbedaan *Brand Loyalty* berdasarkan usia pengguna POND'S Facial Foam di Surabaya.

Jenis penelitian ini adalah deskriptif konklusif. Dimensi *Brand loyalty* terdiri dari *Behaviour Measures*, *Switching Cost*, *Measuring Satisfaction*, *Liking of the Brand*, dan *Commitment*. Pengujian ini dilakukan dengan membagi sampel menjadi tiga kategori usia, yaitu usia 12-19 tahun, usia 20-29 tahun, dan usia 30 tahun keatas. Pengolahan data yang digunakan adalah uji validitas, uji reliabilitas, dan uji ANOVA.

Hasil Penelitian ini membuktikan bahwa secara keseluruhan ada perbedaan *Brand Loyaty* berdasarkan usia pengguna produk POND'S Facial foam di Surabaya.

Kata kunci: *Brand Loyalty*, *Behaviour Measures*, *Switching Cost*, *Measuring Satisfaction*, *Liking of the Brand*, dan *Commitment*.



ABSTRACT

This research is aims for knowing the valuation of handphone Nokia user to Brand Loyalty perceived from the level of their loyal and for knowing the difference valuation of POND'S Facial Foam user to Brand Loyalty based the age for every level of loyal. The five elements of Brand Loyalty are behaviour measure, switching cost, measuring satisfaction, liking of the brand, and commitment.

This survey is conducted in descriptive conclusive research. The technique used in the sampling is non probability sampling. The total number of sample used in this survey is 120 respondents which are 40 respondents aged between 12-19 years old, 40 respondents aged between 20- 29 years old, and 40 respondents above 30 years old.

The result of hypothesis testing, prove that there are differences in overall brand loyaltybased on user age POND'S Facial Foam in Surabaya.

Keyword : *Brand Loyalty, Behaviour Measures, Switching Cost, Measuring Satisfaction, Liking of the Brand, dan Commitment*