

# **FAKTOR-FAKTOR YANG MEMENGARUHI SATISFACTION DAN LOYALTY PADA PRODUK HANDSANITIZER DETTOL DI SURABAYA**

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## **ABSTRAK**

*Penjualan produk Dettol dan Lysol melonjak seiring penyebaran wabah virus corona yang terus berlanjut. Disinfektan dipandang memberikan perlindungan terhadap penyebaran penyakit, meski efektivitasnya belum terbukti secara ilmiah. Di Cina, permintaan gel tangan bermerek Dettol melebihi pasokan, kata pemilik Reckitt Benckiser. Kekurangan terjadi karena pasar global merosot untuk hari keenam, dengan FTSE 100 turun lebih dari 3%. Berkat Corona, Produsen Disinfektan Merk Dettol Raup Untung Besar. Perusahaan dalam keterangannya hari ini mengatakan penjualan akan meningkat dua digit tahun ini mengalahkan prospek sebelumnya sebesar satu digit. Jenis penelitian yang digunakan pada penelitian ini ialah penelitian kuantitatif. Sampel yang digunakan pada penelitian ini sebanyak 100 responden. Teknik analisis yang digunakan ialah teknik analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) Perceived Quality berpengaruh positif dan signifikan terhadap satisfaction pada produk handsanitizer Dettol di Surabaya, (2) Perceived value of cost berpengaruh positif dan signifikan terhadap satisfaction pada produk handsanitizer Dettol di Surabaya, (3) Brand Identification tidak berpengaruh positif dan tidak signifikan terhadap satisfaction pada handsanitizer produk Dettol di Surabaya, (4) Trust berpengaruh positif dan signifikan terhadap satisfaction pada produk handsanitizer Dettol di Surabaya (5) Lifestyle congruence tidak berpengaruh negatif dan tidak signifikan terhadap satisfaction pada produk handsanitizer Dettol di Surabaya (6) Satisfaction berpengaruh positif dan signifikan terhadap brand loyalty pada produk handsanitizer Dettol di Surabaya.*

**Kata Kunci:** *Handsanitizer Dettol, Satisfaction, Brand Loyalty*

**FACTORS AFFECTING SATISFACTION AND LOYALTY IN PRODUCT  
DETTOL HANDSANITIZER IN SURABAYA**

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**ABSTRACT**

*Sales of Dettol and Lysol products have soared as the coronavirus outbreak continues. Disinfectants are seen as providing protection against the spread of disease, although their effectiveness has not been scientifically proven. In China, demand for Dettol-branded hand gel is outstripping supply, says owner Reckitt Benckiser. The weakness came as global markets weakened for a sixth day, with the FTSE 100 down more than 3%. Thanks to Corona, Manufacturers of Dettol Brand Disinfectants Have Earned Huge Profits. The company in a statement today said sales would increase by double digits this year beating the previous single digit outlook. The type of research used in this research is quantitative research. The sample used in this study was 100 respondents. The analysis technique used is multiple linear regression analysis technique. The results showed that (1) Perceived quality had a positive and significant effect on satisfaction with Dettol hand sanitizer in Surabaya, (2) Perceived value of cost had a positive and significant effect on satisfaction with Dettol hand sanitizer in Surabaya, (3) Brand Identification had no positive effect and did not significant effect on satisfaction with Dettol hand sanitizer in Surabaya, (4) Trust has a positive and significant effect on satisfaction with Dettol hand sanitizer in Surabaya (5) Lifestyle suitability has no negative effect and is not significant on satisfaction with Dettol hand sanitizer in Surabaya (6) Satisfaction has a positive and positive effect significant effect on brand loyalty on Dettol hand sanitizer in Surabaya.*

*Keywords: Handsanitizer Dettol, Satisfaction, Brand Loyalty*