

ABSTRACT

THE INFLUENCE OF BOUTIQUE ATTRIBUTES AND PRODUCT ATTRIBUTES ON CONSUMER LOYALTY (Study at Cordy Boutique Bandar Lampung)

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The purpose of this research is to determine the influence of boutique attributes and product attributes on consumer loyalty. Theoretically, boutique attributes and product attributes will stimulate shoppers to buy product which lead to shoppers' loyalty to the Boutique. The type of this research is explanatory research that at the end, the results of this research will explain the causal relationships among all variables. Data used in this research is primary data that is derived from 100 respondents who has been loyal to Cordy Boutique Bandar Lampung. This study provides empirical validation of the relationship among boutique attributes, product attributes, and consumer loyalty and demonstrates that the influence of each particular attribute may be different. The results of the study showed that partially, boutique attributes insignificantly affected consumer loyalty and product attributes significantly affected consumer loyalty. Boutique attributes and product attributes, simultaneously, affected on consumer loyalty.

Keywords : boutique attributes, product attributes, and consumer loyalty.