ABSTRACT

CONSUMER BRAND LOYALTY OF TOOTHPASTE PEPSODENT 12 JAM IN PT UNILEVER Tbk. INDONESIA (S1 STUDENTS STUDY IN REGULAR FE UNILA FORCE 2007)

By

Rudy Dwi Kurniawan

Pepsodent is a toothpaste that has been supporting the Indonesian community

dental health of more than thirty years. So do not be surprised if in the year 2006

Pepsodent received "Award for 2006 Indonesian Customer Loyality (ICLA)."

These awards provide a sign that Pepsodent Toothpaste brand including

Pepsodent Toothpaste 12 jam, has a loyal consumer. But in a poll of consumer

voice PintuNet.com site states that Pepsodent 12 jam is at a level below the ten

other toothpaste brands. This raises the question of whether the brand Pepsodent

Toothpaste 12 jam in PT Unilever Tbk. Indonesia is still in the category of high-

level of customer loyalty in this study perceived by students S1 FE Unila regular

force in 2007. The purpose of this study is to determine consumers' loyalty to the

brand Pepsodent Toothpaste 12 jam of our times.

The analysis tools to answer problems that the cross tabulation table, means/ average, percentages and the inverted pyramid form with data derived from respondents' answers to a questionnaire. Meanwhile, to measure reliability and validity of data, it is using SPSS 12.0 software.

Results obtained from this research is an increasingly inverted pyramid upward widening but at the level of liking the brand and committed buyer happens narrowing of the pyramid. This pyramid has an arrangement under which started from the switcher numbered 17.7%, habitual buyers amounted to 54.3%, totaling 75.1% satisfied buyer, liking the brand amounted to 54.75%, and amounted to 48.37% committed buyer. Company should be able to be at the level of committed buyers, but in this study the numbers of committed buyers are not able to reach 50% or more. This means that consumer loyalty towards Pepsodent Toothpaste 12 jam is only at the level of satisfied buyers and has not reached the committed ideal buyer.