

## **ABSTRAK**

### **PENGARUH CITRA MEREK, ASOSIASI MEREK, KARAKTERISTIK MEREK, KARAKTERISTIK KONSUMEN MEREK TERHADAP LOYALITAS KONSUMEN (Studi Pada Konsumen Waleu Kaos Lampung)**

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Penelitian ini bertujuan mengetahui pengaruh citra merek, asosiasi merek, karakteristik merek, dan karakteristik konsumen merek terhadap loyalitas konsumen Waleu Kaos Lampung. Jenis penelitian yang digunakan dalam penelitian ini adalah ekplanatori. Populasi penelitian ini adalah pembeli Waleu Kaos Lampung dengan sampel 100 responden. Teknik pengambilan sampel menggunakan *accidental sampling* sedangkan teknik analisis data menggunakan analisis regresi linier berganda.

Hasil dari analisis regresi menunjukkan bahwa secara parsial variabel citra merek, asosiasi merek, karakteristik merek, dan karakteristik konsumen merek berpengaruh positif dan signifikan terhadap loyalitas konsumen, Hasil pengujian secara simultan menunjukkan bahwa citra merek, asosiasi merek, karakteristik merek, dan karakteristik konsumen merek berpengaruh positif dan signifikan secara simultan terhadap loyalitas konsumen dengan nilai F hitung 53,197 dengan nilai sig. 0,000.

**Kata Kunci : Asosiasi Merek, Citra Merek, Karakteristik Merek, Karakteristik Konsumen Merek, Loyalitas konsumen**

## **ABSTRACT**

### ***THE INFLUENCE BRAND IMAGE, BRAND ASSOCIATION, BRAND CHARACTERISTIC, AND BRAND COSTUMER CHARACTERISTIC ON COSTUMERS LOYALTY***

***(Study in Costumer of Waleu Kaos Lampung)***

***By :***

**Liza Septria Aningsih**

*This research was aimed to investigate the influence brand image, brand association, brand characteristic, and brand costumer characteristic on costumers loyalty of Waleu Kaos Lampung. Tipe of this research is explanatory research. The population in this research was costumer of Waleu Kaos Lampung. The sample of this research were 100 respondent. The samples were taken by carrying out accidental sampling. Meanwhile data analysis technique used multiple regression linier.*

*The result of regression analysis showed that partially the brand image, brand association ,brand characteristic, and brand costumer characteristic have significant influence to costumers loyalty, and Based on F test it was found the simultaneously the brand image, brand association, brand characteristic, and brand costumer characteristic have significant influence to costumers loyalty with valeu 53,197 F count and significance valeu 0,000.*

*Key Words : Brand Association, Brand Characteristic, Brand Costumer Characteristic, Brand Image, Costumers Loyalty*