

ABSTRACT

ANALYZE THE FACTORS AFFECTING CUSTOMER LOYALTY IN THE PURCHASE OF SANITARY NAPKIN

**(Study case in brand Laurier's user among women of childbearing age years
old in Bandar Lampung)**

By

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This research was aims to know and analyze the factors affecting customer loyalty in the purchase of sanitary napkin in brand Laurier's user among women of childbearing age years old in Bandar Lampung. Estimated factors that affect customer loyalty influencing are price, advertising, brand image, product quality and customer satisfied. Tipe of this research is explanatory research with quantitative approach. The technique of collecting data used questionnaires with sample of this research were 100 respondent. The samples were taken by simple random sampling meanwhile data analysis technique used multiple regression linier analysis which later tested the assumption and the significance. The result of regression analysis showed that partially brand image, product quality, and customer satisfied have significant influence to costumers loyalty therefore price and advertising have not significant influence to customer loyalty. Based on F test it was found the simultaneously price, advertising, brand image, product quality and customer satisfied have significant infulace to customer loyalty.

Key Words : Price, Advertising, Brand Image, Product Quality, Customer Satisfied, Customer Loyalty

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI LOYALITAS KONSUMEN DALAM PEMBELIAN PEMBALUT WANITA (Studi Kasus pada Pengguna *Brand* Laurier di Kalangan Wanita Usia Subur di Bandar Lampung)

Oleh

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Penelitian ini bertujuan untuk mengetahui dan menganalisis faktor-faktor yang mempengaruhi loyalitas konsumen dalam pembelian pembalut wanita pada pengguna *brand* Laurier di kalangan wanita usia subur di Bandar Lampung. Loyalitas konsumen diduga dipengaruhi oleh harga, periklanan, citra merek, kualitas produk dan kepuasan konsumen, Jenis penelitian ini adalah jenis penelitian eksplanatori dengan pendekatan kuantitatif. Teknik pengumpulan data menggunakan kuisisioner dengan jumlah sampel 100 responden. Teknik pengambilan sampling menggunakan *Simple Random Sampling* sedangkan teknik analisis data menggunakan regresi linear berganda kemudian di uji asumsi dan signifikansinya. Hasil penelitian ini secara parsial menunjukkan bahwa variabel citra merek, kualitas produk dan kepuasan konsumen berpengaruh terhadap loyalitas konsumen, sedangkan variabel harga dan periklanan tidak berpengaruh terhadap loyalitas konsumen. Hasil pengujian secara bersama-sama menunjukkan bahwa variabel harga, periklanan, citra merek, kualitas produk dan kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen.

Kata Kunci: Harga, Periklanan, Citra Merek, Kualitas Produk, Kepuasan Konsumen, Loyalitas Konsumen