

ABSTRAK

PENGARUH KARAKTERISTIK MEREK, KARAKTERISTIK PERUSAHAAN, KARAKTERISTIK PELANGGAN TERHADAP LOYALITAS PELANGGAN OTSKY DI BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui besarnya pengaruh karakteristik merek, karakteristik perusahaan, karakteristik pelanggan terhadap loyalitas merek Otsky di Bandar Lampung. Jenis penelitian kuantitatif dengan pendekatan deskriptif. Populasi dalam penelitian ini adalah pelanggan Otsky *store* di Bandar Lampung. Teknik pengambilan sampel menggunakan *purposive sampling* dengan sampel 100 responden. Data tersebut diperoleh dari kuesioner menggunakan skala likert. Metode analisis data yang digunakan penelitian ini adalah analisis kuantitatif yang meliputi uji validitas, uji reliabilitas, dan uji regresi linier berganda, dan hipotesis penelitian diuji dengan menggunakan uji signifikansi parameter individu (Uji T), uji signifikansi simultan (Uji F), dan determinasi analisis koefisien (R^2). Hasil penelitian menunjukkan bahwa secara simultan tiga variabel bebas yaitu karakteristik merek (X1), karakteristik perusahaan (X2), karakteristik pelanggan (X3) berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y) Otsky *Store* di Bandar Lampung. Uji parsial juga menunjukkan bahwa semua variabel masing-masing berpengaruh positif terhadap loyalitas pelanggan Otsky *Store* di Bandar Lampung.

Kata kunci : Karakteristik Merek, Karakteristik Perusahaan, Karakteristik Pelanggan dan Loyalitas pelanggan

ABSTRACT

THE INFLUENCE OF BRAND CHARACTERISTIC, COMPANY CHARACTERISTIC, CUSTOMER CHARACTERISTIC ON CUSTOMER LOYALTY OTSKY IN BANDAR LAMPUNG

By

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This study aims to determine the influence of brand characteristics, company characteristics, customer characteristics on the brand loyalty of Otsky in Bandar Lampung. This type of quantitative research with a descriptive approach. The population in this study were customers of the Otsky store in Bandar Lampung. The sampling technique used purposive sampling with a sample of 100 respondents. The data were obtained from questionnaires using a Likert scale. The data analysis method used in this research is quantitative analysis which includes: validity test, reliability test, and multiple linear regression, and the research hypothesis is tested using the individual parameter significance test (T test), simultaneous significance test (F test), and determination. coefficient analysis (R^2). The results showed that simultaneously three independent variables, namely brand characteristics ($X1$), company characteristics ($X2$), customer characteristics ($X3$) had a positive and significant effect on customer loyalty (Y) Otsky Store in Bandar Lampung. The partial test also shows that all of the respective variables have a positive effect on customer loyalty at Otsky Store in Bandar Lampung.

Keywords: *Brand Characteristics, Company Characteristics, Customer Characteristics and Customer Loyalty*