

ABSTRAK

PENGARUH EVALUASI MEREK DAN HUBUNGAN MEREK TERHADAP LOYALITAS MEREK *MG COFFEE AND RESTO* DI PRINGSEWU

Oleh

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Penelitian ini bertujuan untuk menguji Pengaruh Evaluasi Merek Dan Hubungan Merek Terhadap Loyalitas Merek MG Coffee And Resto Di Pringsewu. Objek dalam penelitian ini adalah MG Coffee And Resto Di Pringsewu. Jenis data yang digunakan dalam penelitian ini yaitu data kuantitatif. Metode pengumpulan data dengan studi pustaka dan kuisioner dengan teknik pengujian data berdasarkan analisis statistic deskriptif, uji validitas, uji reabilitas, analisis regresi linear berganda, uji hipotesis.

Dari hasil analisis penelitian ini diketahui bahwa evaluasi merek berpengaruh positif signifikan terhadap loyalitas merek dibuktikan dengan nilai uji t pada evaluasi merek 8,846. Hubungan merek berpengaruh positif signifikan terhadap loyalitas merek dibuktikan dengan nilai uji t pada hubungan merek 21,630.

Kata Kunci : Evaluasi Merek, Hubungan Merek, Loyalitas Merek

ABSTRACT

THE EFFECT OF BRAND EVALUATION AND BRAND RELATIONSHIP ON BRAND LOYALTY OF MG COFFEE AND RESTO IN PRINGSEWU

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This study aims to examine the effect of brand evaluation and brand relations on brand loyalty of MG Coffee and Resto in Pringsewu. The object of this research is MG Coffee and Resto in Pringsewu. The type of data used in this research is quantitative data. Methods of data collection by literature study and questionnaires with data testing techniques based on descriptive statistical analysis, validity test, reliability test, multiple linear regression analysis, hypothesis testing.

From the results of the analysis of this study it is known that brand evaluation has a significant positive effect on brand loyalty as evidenced by the t test value on brand evaluation of 8.846. Brand relations have a significant positive effect on brand loyalty as evidenced by the t test value on brand relations of 21.630.

Keywords : Brand Evaluation, Brand Relationship, Brand Loyalty