

PENGARUH *BRAND NAME* DAN *QUALITY PRODUCT* TERHADAP *BRAND*

***LOYALTY* KONSUMEN SABUN MANDI CAIR MEREK CITRA**

(Suatu Penelitian Terhadap Mahasiswa Aktif S1 Manajemen STIE EKUITAS

angkatan 2011-2013)

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ABSTRAK

Dari penelitian ini adalah untuk mengetahui dan mengenal pengaruh *brand name* dan *quality product* terhadap *brand loyalty* menurut mahasiswa aktif S1 Manajemen STIE EKUITAS angkatan 2011-2013.

Metode penelitian yang digunakan adalah metode survey, sedangkan teknik pengumpulan data dilakukan melalui wawancara dan kuesioner. Alat analisis yang digunakan adalah Analisis Jalur.

Dari hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan antara *brand name* dan *quality product* terhadap *brand loyalty* konsumen sabun mandi cair merek Citra baik secara parsial dan simultan.

Kata Kunci : Brand Name, Quality Product, Brand Loyalty Dan Sabun Mandi Cair Merek Citra

THE INFLUENCE OF BRAND NAME AND PRODUCT QUALITY TO BRAND

LOYALTY CUSTOMER SHOWER GEL CITRA

(A Research To The Active Bachelor Students Of STIE EKUITAS 2011-2013

Majoring in Management)

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ABSTRACT

The purpose of this research is to know and analyze the influence of brand name and product quality to brand loyalty customer shower gel citra according to The Active Bachelor Students Of SITE EKUITAS 2011-2013 Majoring in Management.

The research method used is an survey research method, data collection technique done through interviews and questionnaire. The analytical tool used path analysis.

From the results showed that there was a significant influence of brand name and product quality to brand loyalty customer shower gel citra partially and simultaneously.

Keyword : Brand name, Product Quality, Brand Loyalty and Shower Gel Citra