

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, harga dan kualitas produk secara parsial maupun simultan terhadap loyalitas pelanggan. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi didalam penelitian ini adalah seluruh konsumen loyal sepeda motor Honda di Kecamatan Semboro, Kabupaten Jember. Sampel yang digunakan sebanyak 40 responden, menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Hasil penelitian ini membuktikan bahwa citra merek, harga dan kualitas produk secara parsial maupun simultan berpengaruh signifikan terhadap loyalitas pelanggan. Semua variabel independen memiliki nilai koefisien regresi positif, artinya semakin baik citra merek, harga dan kualitas produk maka loyalitas pelanggan akan semakin meningkat. Analisis koefisien determinasi menunjukkan bahwa bahwa 68.7% loyalitas pelanggan dipengaruhi oleh citra merek, harga dan kualitas produk. Sedangkan sisanya 31.3% dipengaruhi oleh variabel lain diluar model atau persamaan, seperti kualitas pelayanan, keragaman produk dan lain-lain.

Kata kunci: citra merek, harga, kualitas produk dan loyalitas pelanggan

ABSTRACT

Research about factors that influence customer loyalty of Honda motorcycle. The purpose of this research is to analyze the influence of brand image, price and product quality to the customer loyalty partial and simultaneous. This type of research is descriptive quantitative and research design is explanatory. The population in this study are all costumers of Honda motorcycle in Semboro, Jember. The samples used were 40 respondents, using the technique of non-probability sampling with purposive sampling approach. Hypothesis test results showed brand image, price and product quality that partially and simultaneous have a significant influence to the customer loyalty. Regression analysis showed brand image, product quality and price have a positive influence to the customer loyalty. Coefficient determination test shows that 68.7% of customer loyalty influenced by brand image, product quality and price. While the remaining 31.3% is influenced by other variables outside the model or equation, like service quality, product diversity and others.

Key words: brand image, price, product quality and customer loyalty