

ABSTRAK

Penelitian mengenai faktor yang memengaruhi loyalitas pelanggan sepeda motor Honda Kecamatan Songgon, Banyuwangi. Tujuan dari penelitian ini adalah menganalisis pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek dan aset merek lainnya terhadap loyalitas pelanggan secara parsial dan simultan. Teori yang digunakan pada penelitian ini adalah teori kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, aset merek lainnya dan loyalitas pelanggan. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh konsumen loyal pada sepeda motor merek Honda di Songgon, Banyuwangi. Sampel yang digunakan sebanyak 60 responden, menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda dengan software SPSS. Hasil uji t menunjukkan kesadaran merek (0.031), asosiasi merek (0.000), persepsi kualitas (0.021), loyalitas merek (0.018) dan aset merek lainnya (0.016) lebih kecil dari 0,05, sehingga secara parsial berpengaruh signifikan terhadap loyalitas pelanggan. Hasil uji F menunjukkan nilai signifikansi sebesar 0,000 lebih kecil dari 0,05, sehingga secara simultan kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek dan aset merek lainnya berpengaruh signifikan terhadap loyalitas pelanggan. Analisis regresi menunjukkan bahwa kesadaran merek (0.211), asosiasi merek (0.395), persepsi kualitas (0.134), loyalitas merek (0.176) dan aset merek lainnya (0.205) berpengaruh positif terhadap loyalitas pelanggan. Uji koefisien determinasi menunjukkan bahwa 68.4% loyalitas pelanggan pada sepeda motor Honda dipengaruhi oleh kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek dan aset merek lainnya. Sedangkan sisanya 31,6% dipengaruhi oleh variabel lain diluar model atau persamaan, seperti harga, pelayanan dan lain-lain.

Kata kunci: kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, aset merek lainnya dan loyalitas pelanggan

ABSTRACT

Research about factors that influence consumers to make honda customers loyalty in Songgon, Banyuwangi. The purpose of this research is to analyze the influence of brand awareness, brand association, perceived quality, brand loyalty and brand assets other to the customers loyalty partial and simultaneous. The theory used in this research is the theory of brand awareness, brand association, perceived quality, brand loyalty, brand assets other and customers loyalty. This type of research is descriptive quantitative and research design is explanatory. The population in this research is Honda loyal consumers in Songgon, Banyuwangi. The samples used were 60 respondents, using the technique of non-probability sampling with purposive sampling approach. The analysis tool using multiple linear regression with SPSS software. t-test results showed significant value of brand awareness (0.031), brand association (0.000), perceived quality (0.021), brand loyalty (0.018) and brand assets other (0.016) is smaller than 0.05, so that partially have a significant influence to the customers loyalty. F test results showed the significant value is 0,000 less than 0.05, so that simultaneous brand awareness, brand association, perceived quality, brand loyalty and brand assets other has a significant influence to the customers loyalty. Regression analysis showed brand awareness (0.211), brand association (0.395), perceived quality (0.134), brand loyalty (0.176) and brand assets other (0.205) have a positive influence to the customers loyalty. Coefficient determination test shows that 55.6% of customers loyalty influenced by the brand awareness, brand association, perceived quality, brand loyalty and brand assets other. While the remaining 44.4% is influenced by other variables outside the model or equation.

Key words: brand awareness, brand association, perceived quality, brand loyalty, brand assets other and customers loyalty