

ABSTRAK

**FAKTOR-FAKTOR YANG MEMPENGARUHI LOYALITAS
KONSUMEN ROKOK DJARUM BLACK**

Studi Kasus Pada Event Djarum Autoblackthrough
di Universitas Negeri Yogyakarta

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2011

Penelitian ini bertujuan untuk mengetahui apakah asosiasi merek, kesadaran merek, persepsi kualitas, dan aset-aset merek berpengaruh secara simultan dan parsial terhadap loyalitas konsumen. Populasi dalam penelitian ini adalah para pengunjung event Autoblackthrough di Universitas Negeri Yogyakarta. Sampel yang diambil sebanyak 100 responden. Teknik pengambilan sampel dengan menggunakan *non probability sampling* dengan metode *convenience sampling*. Teknik analisis data dengan menggunakan uji asumsi klasik, regresi linier berganda, uji t dan uji F. Hasil yang didapat dari penelitian ini adalah secara simultan, asosiasi merek, persepsi merek, dan aset-aset merek bersama-sama berpengaruh terhadap loyalitas konsumen rokok Djarum Black. Secara parsial, asosiasi merek, persepsi merek, dan aset-aset merek berpengaruh terhadap loyalitas konsumen rokok Djarum Black.

Kata kunci : loyalitas, merek

ABSTRACT

**FACTORS INFLUENCING CONSUMER LOYALTY ON
DJARUM BLACK CIGARETTE**

A case study in the event of Djarum Autoblackthrough
At Yogyakarta State University

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The research is aimed to find out if Brand Association, Brand Awareness, Perceived Quality, and Other Proprietary Brand Assets have influence Simultaneously and Partially to Consumer Loyalty. Population of the research were visitors of jarum Autoblackthrough event at Yogyakarta State University. There were 100 respondents as the sample. The sample technique was non probability sampling with convenience sampling method. To analyze data, Classical Assumption Test, Multiple Regression, t-Test, F-Test were used. The result the research were simultaneously, Brand Association, Brand Awareness, Perceived Quality, and Other Proprietary Brand Assets had influence on Consumer Loyalty. And Partially, Brand Association, Brand Awareness, Perceived Quality, and Other Proprietary Brand Assets had influence on Consumer Loyalty.

Keyword : Loyalty, brand