

ABSTRACT

Ardiansyah, Arief, Moehammad. 2012 Thesis. Title: "The Influence of Product Attributes againts Consumer Loyalty Of Crisps Spicy Maicih in Kaskus.co.id Forums".

Advisor : Irmayanti Hasan, ST., MM.

Keywords : Product Attributes, Consumer Loyalty

Consumer behavior provides information on the various facts about buying behavior, such as the purchase of a product, consumers have different attitudes different way of looking at a variety of attributes that are considered relevant and important. In choosing the products, consumers certainly influenced by product attributes of a product. According to Fandi Tjiptono (1998: 103), product attributes are product elements that considered important by consumers and used as a basis for decision-making purchases. Product attributes include: branding, packaging, warranty (warranty), service, and labeling. This study aimed to investigate the effect of product attributes against consumer loyalty Maicih spicy chips either simultaneously or partially, and to investigate the dominant variable against customer loyalty.

This test uses explanatory research approach (explanatory research) or research that analyze the effect of product attributes on consumer loyalty with taking sample of 84 respondents, using accidental sampling techniques (by coincidence), research instruments such as questionnaires, and the analysis model used is multiple linear regression . Previously, testing the validity and reliability, along with the classic assumption test the research data.

The results showed that the product attributes (brand, packaging, labeling, servicing, and insurance) simultaneous and partial influential on customer loyalty with a significance value of 0,000 and F_{count} value of 18.165. While partially, branding indicator, packaging, labeling, insurance and services significantly influence customer loyalty. And indicators that dominant influence on customer loyalty is guaranteed variable with a contribution of 49.28%