ABSTRACT

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Supervisor : H. Slamet, SE., MM., Ph.D

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Lifebuoy soap is one of health soap, which have marketed in Indonesia for years, but the existence of Lifebuoy remain attractive to the majority of Indonesians, this is because the Lifebuoy has become a good brand in the minds of costumer. The purpose of this study is to determine the brand loyalty factors are considered in the purchase of Lifebuoy soap and to analyze it.

This type of research is quantitative research. The sampling technique used is the Purposive Sampling (sampling technique used by researched if he has recommendations to take the sampling or meaning sampling for purpose meaning). The are 100 respondents from the consumer Lifebuoy soap. The data collection techniques used are questionnaires and interview. While the tools to measure in this study is a test of validity and reliability, using factor analysis tool that in principle applied to find relationships (interrelationship) among a number of variables that mutually independent of each other, so that it can be one or a set of variables that fewer than the number of initial variables.

Based on the six variables under study there are six factors that influence the Lifebuoy soap brand loyalty. The first factor is the comfort and convenience of easily obtained (X3.1) with a value of 0.815, at an economical price (X3.2) with a value of 0.790, halal (X3.3) with a value of 0.661, the benefits of the product (X1.2) with values 0.601, the quality of the product (X1.1) with a value of 0.583. The second factor is comprised of sponsor satisfaction in accordance with the results (X4.5) with values 0.738, durable (X4.4) with a value of 0.722, protect skin from germs (X4.3) with a value 0.719, safe and harmless (X3.4 ) with a value of 0.577, the price according to the results (X4.6) with a value of 0.588, and the well-known brands (X2.4) with a value of 0, 507. The third factor consists of services that have a variety of products (X5.2) with a value of 0.800, like the brand (X1.3) with a value of 0.738, easy to remember (X2.3) with a value of 0.733. The fourth factor is the commitment of the size of products varied (X5.3) with a value of 0.719, repeated purchases (X6.1.3) with a value of 0.686, recommending products (X6.2) with a value of 0.587, attractive packaging (X5.1) with value of 0.579. The fifth factor which consists of refreshing the body skin (X4.2) with a value of 0.848, healthy skin (X4.1) with a value of 0.836, confidence (X1.4) with a value of 0.531. The sixth factor of the image consisting of a good impression (X2.2) with a value of 0.737 and confidence (X2.1) with a value of 0.707.