

ABSTRAK

Penelitian ini menggunakan penelitian kuantitatif yang bertujuan untuk: (H1) menguji pengaruh hubungan kualitas produk terhadap loyalitas konsumen di Starbucks; (H2) Menguji pengaruh hubungan harga terhadap loyalitas konsumen di Starbucks; (H3) Menguji pengaruh hubungan citra merek terhadap loyalitas konsumen di Starbucks.

Penelitian yang dilakukan dengan metode deskriptif kuantitatif. Jumlah sampel responden di penelitian ini sebanyak 30 responden. Responden dalam penelitian ini adalah konsumen *regular* Starbucks toko KM26 tol Sidoarjo. Teknik pengumpulan data dengan memberi kuisioner kepada responden. Dalam membuktikan dan menganalisis hal ini, maka digunakan uji validitas dan reliabilitas, uji asumsi klasik, uji regresi linier berganda serta uji t (parsial).

Hasil penelitian menunjukkan bahwa: (H1) Kualitas Produk berpengaruh terhadap loyalitas konsumen dibuktikan dengan nilai t sebesar 0.893 dengan nilai Sig. 0.380 ; (H2) Harga berpengaruh terhadap loyalitas konsumen dibuktikan dengan nilai t sebesar 0.196 dengan nilai Sig. 0.846 ; (H3) Citra Merek berpengaruh terhadap loyalitas konsumen dibuktikan dengan nilai sebesar 1.702 dengan nilai Sig. 0.101.

Kata Kunci: Kualitas Produk, Harga, Citra Merek, Loyalitas Konsumen

ABSTRACT

This study uses quantitative research that aims to: (H1) examine the effect of product quality on consumer loyalty at Starbucks; (H2) Testing the effect of price relationship on consumer loyalty at Starbucks; (H3) Testing the effect of the relationship of brand image on consumer loyalty at Starbucks.

The research was conducted with a quantitative descriptive method. The number of samples of respondents in this study were 30 respondents. Respondents in this study were regular consumers of Starbucks store KM26 Sidoarjo toll road. Data collection techniques by giving questionnaires to respondents. In proving and analyzing this, validity and reliability tests are used, classical assumption test, multiple linear regression and t test (partial).

The results showed that: (H1) Product quality has an effect on consumer loyalty as evidenced by the t value of 0.893 with the value of Sig. 0.380 ; (H2) Price has an effect on consumer loyalty as evidenced by the t value of 0.196 with the value of Sig. 0.846 ; (H3) Brand Image has an effect on consumer loyalty as evidenced by the value of 1.702 with the value of Sig. 0.101.

Keywords: Quality Of Product, Price, Brand Image, Consumer Loyalty