ABSTRAK

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"FAKTOR-FAKTOR YANG MEMENGARUHI BRAND LOYALTY PADA PASTA GIGI X"

Penelitian ini memiliki tujuan untuk menganalisa faktor-faktor yang memengaruhi kepuasan pelanggan yaitu *Perceived Quality, Perceived Value of Cost, Brand Image, Lifestyle Congruence, Brand Identification,* dan *Brand Awareness* terhadap *Customer Satisfaction*, beserta dampaknya terhadap *Brand Loyalty* pada pasta gigi merek X. Penelitian ini menggunakan pendekatan kuantitatif dan memperoleh data dari kuesioner dengan sampel sebanyak 240 responden dimana responden tersebut merupakan generasi Z hingga generasi X dengan rentang umur 20 – 50 tahun. Pemilihan responden menggunakan desain sampel non-probabilitas yang bersifat *purposive sampling*. Metode analisis yang digunakan adalah *Partial Least Squares-Structural Equation Modelling* (PLS-SEM) dengan program SmartPLS 3.2.9. Hasil dari penelitian ini menunjukan bahwa *Perceived Quality,* dan *Brand Image* berpengaruh positif terhadap *Customer Satisfaction;* dan *Customer Satisfaction* berpengaruh positif terhadap *Brand Loyaty*. Implikasi managerial dari penelitian ini adalah brand pasta gigi X perlu meningkatkan *Perceived Quality* dan *Brand Image* sehingga konsumen menjadi lebih puas dan untuk melakukan pembelanjaan kembali.

Kata Kunci: *Perceived Quality, Perceived Value of Cost, Brand Image, Lifestyle Congruence, Brand Identification, Brnad Awareness*

ABSTRACT

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"*FACTORS AFFECTING BRAND LOYALTY IN TOOTH PASTE X*"

This study aims to analyze the factors that influence customer satisfaction, namely Perceived Quality, Perceived Value of Cost, Brand Image, Lifestyle Congruence, Brand Identification, and Brand Awareness on Customer Satisfaction, and their impact on Brand Loyalty on brand X toothpaste. This research uses a quantitative approach and obtains data from a questionnaire with a sample of 240 respondents where the respondents are from generation Z to generation X with an age range of 20-50 years. Selection of respondents using a non-probability sample design which is purposive sampling. The analytical method used is Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the SmartPLS 3.2.9 program. The results of this study indicate that Perceived Quality and Brand Image have a positive effect on Customer Satisfaction; and Customer Satisfaction has a positive effect on Brand Loyaty. The managerial implication of this research is that the X toothpaste brand needs to improve Perceived Quality and Brand Image so that consumers become more satisfied and to make purchases again.

Keywords: Perceived Quality, Perceived Value of Cost, Brand Image, Lifestyle Congruence, Brand Identification, Brnad Awareness, Customer satisfaction, Brand Loyalty