

ABSTRACT

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THE EFFECT OF BRAND IMAGE, CUSTOMER BEHAVIOR AND PRODUCT QUALITY TOWARD CUSTOMER LOYALTY AT PT DODORINDO JAYA ABADI MEDAN

(xvi+71 pages; 6 figures; 21 tables; 6 appendices)

PT. Dodorindo Jaya Abadi, established in 1997 and ISO 9002 certified, offers a variety of Dodo brand baby products including bottles, cups, soothers, and more. Despite their quality offerings, the company has seen a decline in repeat purchases from regular customers. This drop is likely due to increased competition, as many brands now offer similar products. Key factors influencing customer loyalty include brand image, customer behavior, and product quality.

The research population that will be used in this research is all customers who purchased company product during the 2023 period, totaling 2.521 customers. Based on the Slovin calculation, it can be seen that the number of samples to be used in this study is 96 respondents. The sampling method that will be used is non-probability sampling which is the accidental sampling method where the sample will be the respondents who are met by chance or accidentally met as first respondent. Data is measured by validity and reliability test. The data is analyzed using SPSS 26.00, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data also tested with linear regression, multiple linear regression, and coefficient of determination test, then hypothesis test are done with F-Test and t-Test.

The results show that Brand Image ($t_{count} = 3.436$, $sig. = 0.001$), Customer Behavior ($t_{count} = 6.663$, $sig. = 0.000$), and Product Quality ($t_{count} = 2.478$, $sig. = 0.015$) each have a positive and significant effect on Customer Loyalty at PT. Dodorindo Jaya Abadi. Additionally, the simultaneous test shows that Brand Image, Customer Behavior, and Product Quality together significantly influence Customer Loyalty, with an F_{count} of 36.368 (greater than $F_{table} = 2.70$) and a significance value of 0.000.

Keywords: Brand Image, Customer Behavior, Product Quality, Customer Loyalty

ABSTRAK

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PENGARUH CITRA MEREK, PERILAKU PELANGGAN, DAN KUALITAS PRODUK TERHADAP LOYALITAS PELANGGAN PADA PT DODORINDO JAYA ABADI MEDAN

(xvi+71 halaman; 6 gambar; 21 tabel; 6 lampiran)

PT. Dodorindo Jaya Abadi, didirikan pada tahun 1997 dan telah bersertifikasi ISO 9002, menawarkan berbagai produk bayi merek Dodo seperti botol susu, cangkir, dot, dan lainnya. Meskipun produknya berkualitas, perusahaan mengalami penurunan pembelian ulang dari pelanggan tetap. Penurunan ini kemungkinan disebabkan oleh meningkatnya persaingan, karena banyak merek lain yang menawarkan produk serupa. Faktor utama yang memengaruhi loyalitas pelanggan meliputi citra merek, perilaku pelanggan, dan kualitas produk.

Populasi dalam penelitian ini adalah seluruh pelanggan yang membeli produk perusahaan selama tahun 2023, yaitu sebanyak 2.521 pelanggan. Berdasarkan rumus Slovin, jumlah sampel yang digunakan dalam penelitian ini adalah 96 responden. Metode pengambilan sampel yang digunakan adalah non-probability sampling dengan teknik accidental sampling, yaitu responden yang secara kebetulan ditemui. Data diuji melalui uji validitas dan reliabilitas. Analisis data menggunakan SPSS 26.00, dengan pengujian model meliputi uji normalitas, heteroskedastisitas, multikolinearitas, dan linearitas. Data juga dianalisis dengan regresi linear, regresi linear berganda, dan uji koefisien determinasi, kemudian dilakukan uji hipotesis melalui uji F dan uji t.

Hasil penelitian menunjukkan bahwa Brand Image (t hitung = 3,436; sig. = 0,001), Perilaku Konsumen (t hitung = 6,663; sig. = 0,000), dan Kualitas Produk (t hitung = 2,478; sig. = 0,015) masing-masing berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan pada PT. Dodorindo Jaya Abadi. Secara simultan, variabel Brand Image, Perilaku Konsumen, dan Kualitas Produk juga berpengaruh signifikan terhadap Loyalitas Pelanggan, dengan nilai F hitung sebesar 36,368 (lebih besar dari F tabel = 2,70) dan nilai signifikansi sebesar 0,000.

Kata kunci: *Citra Merek, Perilaku Pelanggan, Kualitas Produk, Loyalitas Pelanggan*