

Pengaruh citra merek pelumas Meditran Pertamina terhadap loyalitas pelanggan (di wilayah Depok)

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Abstrak

Lubricant oil has been important part of a vehicle's machine. There had been many brands of lubricant oil since in 2001 government released regulation concerned of supply and service of lubricant oil. As a result, Pertamina's market share of lubricating oil had been decreased. This caused also because competition in lubricant business, not merely seen from its just quality, however seen as a whole through lubricant brand images. The research purpose was to identify the brand image of Meditran lubricant to customer loyalty. In other words, it attempted to observe whether there was the influence of brand image dimensions (attribute and benefit) on the customer loyalty. The research was conducted by collecting the data using the survey method. In order to get the data support this research, the writer distributed 75 questionnaires, consisting 15 questions related to all the indicators. While the samples were selected based on the judgemental sampling method. To find out the effect brand images as the independent variable, to the customer loyalty as dependent variable, writer applied factor analysis, as well as multiple linear regression method. The results came up with a number of hypotheses. Generally, the result suggested that all dimensions that build brand image had a significant positive effect to the customer loyalty.