

ABSTRAK

ST.NUR INDRA WAHYUNI.S, 2018 Pengaruh Brand Loyalty Susu Kalsium Merek Anlene Terhadap Keputusan Pembelian Konsumen Wanita Lansia Di PT. Grand Mode Makassar.(dibimbing oleh Dr.Buyung Romandhoni,SE, M.Si dan Ismail Badollahi,SE., M.Si. Ak)

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh brand loyalty susu kalsium merek anlene di toko grand mode makassar. Metode penelitian yang di gunakan dalam penelitian ini adalah analisis regresi sederhana untuk melihat pengaruh dari brand loyalty pada susu kalsium merek Anlene terhadap keputusan pembelian konsumen wanita lansia di toko grand mode makassar dan menggunakan koefisien korelasi untuk melihat seberapa besar pengaruh brand loyalty susu kalsium merek anlene di toko grand mode makassar. Berdasarkan hasil analisis diketahui bahwa pengaruh brand loyalty pada susu kalsium merek anlene terhadap keputusan pembelian konsumen wanita lansia tergolong kuat dilihat dari nilai $r = 0,991$. Selain itu, berdasarkan hasil perhitungan koefesien korelasi menunjukkan niai square = 0,982 menunjukkan bahwa sebesar 98 % pengambilan keputusan pembelian susu kalsium merek Anlene dipengaruhi oleh brand loyalty. Sedangkan sisanya 2 % dipengaruhi oleh faktor lain yang tidak diteliti.

Kata Kunci : Brand Loyalty Dan Keputusan Pembelian

ABSTRACT

ST. NUR INDRA WAHYUNIS, 2018. The Effect of Brand Loyalty of Calcium Milk on Anlene Brand on the Decision to Purchase Elderly Women Consumer at PT. Grand Mode Makassar. (Supervised by Dr.Buyung Romandhoni, SE, M.Si and Ismail Badollahi, SE., M.Sc. Ak)

The purpose of this study was to determine how much influence the brand loyalty of anlene brand calcium milk in the grand fashion makassar shop. The research method used in this study is a simple regression analysis to see the effect of brand loyalty on Anlene brand calcium milk on purchasing decisions of elderly female consumers in grand fashion makassar store and using correlation coefficients to see how much influence brand loyalty anlene brand calcium milk on grand fashion makassar shop. Based on the results of the analysis, it is known that the effect of brand loyalty on the calcium milk of anlene brand on purchasing decisions of elderly female consumers is considered strong, seen from the value of $r = 0.991$. In addition, based on the results of the calculation of correlation coefficient shows the value of square = 0.982 indicates that 98% of the decision to purchase milk Anlene brand calcium is influenced by brand loyalty. While the remaining 2% is influenced by other factors not examined.

Keywords: Brand Loyalty and Purchase Decisions