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ABSTRAK

Penelitian ini bertujuan seberapa besar pengaruh citra perusahaan , just in time, harga secara bersama-sama dan parsial terhadap loyalitas konsumen. Metode pengumpulan data melalui survei dan mengedarkan kuesioner. Metode analisis yang digunakan adalah uji validitas dan realibilitas, uji asumsi klasik, analisis regresi berganda, untuk uji hipotesis digunakan yaitu uji t dan uji f.

Dari hasil regresi berganda didapat persamaan $Y = 19,264 + 0,444X_1 + 0,125X_2 + -0,190X_3 + e$, maka berdasarkan uji parsial (Uji t) diperoleh: (a) citra perusahaan berpengaruh positif dan signifikan terhadap loyalitas konsumen. (b) Just In Time berpengaruh positif dan signifikan terhadap loyalitas konsumen. (c) Harga berpengaruh positif dan tidak signifikan terhadap loyalitas konsumen. Kemudian berdasarkan uji hipotesis secara bersama-sama (Uji f) dapat diketahui bahwa citra perusahaan, just in time, dan harga berpengaruh positif dan signifikan terhadap loyalitas konsumen.

Kata Kunci : Citra Perusahaan, Just In Time, Harga dan Loyalitas Konsumen

ABSTRACT

This study aims to determine how much influence the company image, just in time, price together and partially on consumer loyalty. Methods of data collection through surveys and distributing questionnaires. The analytical method used is the validity and reliability test, classical assumption test, multiple regression analysis, for the hypothesis test used the t test and f test.

From the results of multiple regression, the equation $Y = 19.264 + 0.444X_1 + 0.125X_2 + -0.190X_3 + e$ is obtained, so based on the partial test (t test), it is obtained: (a) company image has a positive and significant effect on consumer loyalty. (b) Just In Time has a positive and significant effect on consumer loyalty. (c) Price has a positive and insignificant effect on consumer loyalty. Then based on the joint hypothesis test (f test) it can be seen that company image, just in time, and price have a positive and significant effect on consumer loyalty.

Keywords: Corporate Image, Just In Time, Price and Consumer Loyalty