

**PENGARUH *BRAND IMAGE*, *BRAND AWARENESS* DAN
PERCEIVED QUALITY TERHADAP LOYALITAS PELANGGAN
PRODUK SHAMPOO PANTENE
(Studi Kasus Pada Masyarakat Kecamatan Pronojiwo Kabupaten Lumajang)**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, *brand awareness* dan *perceived quality* terhadap loyalitas pelanggan produk shampoo pantene (studi kasus pada masyarakat Kecamatan Pronojiwo Kabupaten Lumajang). Penelitian ini merupakan penelitian kuantitatif dengan mencari hubungan assosiatif yang bersifat kausal atau penelitian yang bersifat menanyakan hubungan antara dua variabel atau lebih dan bersifat sebab akibat. Sampel yang diambil adalah 40 orang. Teknik sampel yang digunakan adalah *simple random sampling*. Hasil penelitian ini menunjukkan bahwa secara parsial maupun simultan *brand image*, *brand awareness*, dan *perceived quality* berpengaruh signifikan terhadap loyalitas pelanggan produk shampoo pantene di Kecamatan Pronojiwo Kabupaten Lumajang. Fungsi regresi linier berganda yang dihasilkan adalah $Y = 0,699 + 0,155X_1 + 0,377X_2 + 1,074X_3$. Hasil koefisien determinasi menunjukkan bahwa sebesar 97% loyalitas pelanggan dapat dijelaskan oleh variabel independen yaitu *brand image*, *brand awareness* dan *perceived quality*, sedangkan sisanya yaitu 3% loyalitas pelanggan dipengaruhi oleh variabel-variabel lainnya yang tidak diteliti dalam penelitian ini seperti *worth of mouth*, harga, produk, promosi dan distribusi. Keterbatasan penelitian ini adalah hanya meneliti *brand image*, *brand awareness* dan *perceived quality* sebagai faktor yang mempengaruhi loyalitas pelanggan, sedangkan variabel lain yang dapat mempengaruhi loyalitas pelanggan diharapkan dapat diteliti oleh peneliti selanjutnya pada periode dan produk yang berbeda.

Kata Kunci : *brand image*, *brand awareness*, *perceived quality* dan Loyalitas Pelanggan

**EFFECT OF BRAND IMAGE, BRAND AWARENESS AND
PERCEIVED QUALITY TO CUSTOMER LOYALTY OF PRODUCT
SHAMPOO PANTENE**

(Case Study In Pronojiwo Sub-District Of Lumajang District)

ABSTRACT

This study aims to determine the effect of brand image, brand awareness and perceived quality of customer loyalty of pantene shampoo products (case study on community of Pronojiwo Sub-district of Lumajang Regency). This research is a quantitative research by finding associative association that is causal or research that is asking about the relationship between two or more variables and causality. The sample taken is 40 people. The sample technique used is simple random sampling. The results of this study indicate that partially or simultaneously brand image, brand awareness, and perceived quality significantly influence customer loyalty of pantene shampoo product in Pronojiwo Sub-district, Lumajang District. The multiple linear regression function generated is $Y = 0.699 + 0.155X_1 + 0.377X_2 + 1.074X_3$. The result of coefficient of determination shows that 97% of customer loyalty can be explained by independent variable that is brand image, brand awareness and perceived quality, while the rest is 3% customer loyalty influenced by other variables not examined in this research like worth of mouth, , Product, promotion and distribution. The limitations of this research are to examine brand image, brand awareness and perceived quality as factors affecting customer loyalty, while other variables that can influence customer loyalty are expected to be examined by further researchers in different periods and products.

Keywords: brand image, brand awareness, perceived quality and Customer Loyalty