ABSTRACT

BRAND AND PRICE EFFECT ON CUSTOMER LOYALTY IN TEH BOTOL SOSRO BEVERAGE PRODUCTS
(Studies In Warung Bakso Mas No)

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At this time, many soft drink companies that have made a variety of products that are consumed by the public. The company did not escape from the world of competition. Low market growth rate and the level of competition is getting tougher to make marketers must strive to find the best. Means of marketing a product that is able to attract the attention of consumers one of which is an attribute that can be reached by consumers and the price of teh botol sosro.

This study aimed to determine the effect of brand and price on customer loyalty to the product of teh botol sosro beverages.

Results of this study showed that the brand variables have positive and significant influence on customer loyalty, whereas for each study independent variables, also the positive and significant effect on customer loyalty variables on teh botol sosro beverage products.

The method used is a form of descriptive quantitative approach, data analysis in this study using multiple linear regression analysis, the analysis aims to predict the changes in value of the dependent variable due to the influence of the independent variables.

From the calculations, the regression equation \( Y = 10.427 + 0.547 \times X_1 + 0.148 \times X_2 + \varepsilon \) where \( X_1 \) is a brand, \( X_2 \) is the price and the \( Y \) is a customer loyalty of the botol sosro beverage products. From these equations it can be concluded if the variable brand (\( X_1 \)) increases by one unit will increase customer loyalty by 0.547 units and if the price variable (\( X_2 \)) increases by one unit will increase customer loyalty by 0.148 units.

Keywords: Loyalty, Brand, Price, Multiple Regression Analysis