ABSTRACT

"The Impact Of House Brand Products In Consumer Loyalty In The Yomart Minimarket Garuda Branch, Bandung". (Survey To The Customers Of Yomart Minimarket Garuda Branch) ***By: Arthur Pagirik, Nim: 212060105, Under The Guidance Darmazakti Natajaya Tirtamahya, SE., MT, Thesis Department Of Management Faculty Of Economics, University Computer Indonesia Of Bandung In 2011.***

House brand or also known as private label brands, are products produced by a group of accounts with their own brand, and distributed at their outlets. Meanwhile, customer loyalty, if someone is faithful or loyal customers say it shows the behavior if the customer purchases regularly or have a condition which requires that customers purchase at least two times within a certain time interval. The purpose of this research is to know responder comments about the house brand products, consumer loyalty and how big the house brand products impact on consumer loyalty to the Yomart minimarket garuda branch, Bandung

The method used in this research is descriptive method with quantitative approach. The population of this study amounted to the end of 1254, and sampling techniques use probability sampling technique with the technique of simple random sampling (simple simple) that gained 93 customers in the sample. Method of analysis using simple linear regression analysis, Product-Moment correlation Pearson, Method of Succesive Interval (MSI) and the coefficient of determination, as well as t test using SPSS 17.0 for windows.

The result that the house brand has a positive relationship to the loyalty of customers, with a correlation of 0.564. and when seen in the table of correlation coefficients (table 4:45) has a degree of relationship that is. While the major impact of house brand of consumer loyalty of 0.564 or 31.9%, while the rest equal to 68,1% influenced by other factors outside the house brand products that are not examined by authors such as: (1) atmosphere of the store, (2) quality service to consumers, (3) the tight competition in the same business, as measured by using the formula coefficient of determination. The calculation result obtained by testing the hypothesis that t is greater than the t table (6.522> 1.99), then Ho is rejected and thus there is a significant impact between the house brand of consumer loyalty to the direction of a positive relationship. It can be concluded if the house brand product is good then will get better customer loyalty

Keywords: House Brand, Consumer Loyalty

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