

## INTISARI

Penelitian ini bertujuan untuk mengukur pengaruh kinerja produk terhadap reputasi merek, kepuasan, loyalitas merek. Adapun produk yang dijadikan obyek penelitian adalah produk sabun cuci.

Untuk mencapai tujuan penelitian, maka ada lima hipotesis yang diuji dalam penelitian ini. Hipotesis pertama adalah ada pengaruh positif dan signifikan kinerja produk terhadap kepuasan. Hipotesis kedua adalah ada pengaruh positif dan signifikan kinerja produk terhadap reputasi merek. Hipotesis ketiga adalah ada pengaruh positif dan signifikan kepuasan terhadap reputasi merek. Hipotesis keempat adalah ada pengaruh positif dan signifikan reputasi merek terhadap loyalitas merek. Hipotesis kelima adalah ada pengaruh positif dan signifikan kepuasan terhadap loyalitas merek.

Sampel yang diambil dalam penelitian ini adalah 100 responden ibu rumah tangga. Adapun metode pengambilan sampel adalah dengan metode judgment sampling. Data diperoleh melalui kuesioner untuk variabel yang diamati. Teknik analisis data yang digunakan adalah analisis regresi.

Hasil penelitian menunjukkan bahwa hipotesis pertama terbukti. Peningkatan kinerja produk akan mendorong pada peningkatan kepuasan konsumen. Demikian pula sebaliknya, penurunan dalam kinerja produk akan mendorong penurunan pada kepuasan konsumen. Hipotesis kedua terbukti. Peningkatan kinerja produk mendorong pada peningkatan reputasi merek. Demikian pula sebaliknya, penurunan dalam kinerja produk akan mendorong penurunan pada reputasi merek. Hipotesis ketiga terbukti. Peningkatan kepuasan akan mendorong pada peningkatan reputasi merek. Demikian pula sebaliknya, penurunan dalam kepuasan akan mendorong penurunan pada reputasi merek. Hipotesis keempat terbukti. Peningkatan pada reputasi merek mendorong pada peningkatan loyalitas merek. Demikian pula sebaliknya, penurunan dalam reputasi merek akan mendorong penurunan pada loyalitas merek. Hipotesis kelima juga terbukti. Peningkatan kepuasan konsumen akan mendorong pada peningkatan loyalitas merek. Demikian pula sebaliknya, penurunan dalam kepuasan konsumen akan mendorong penurunan pada loyalitas merek. Loyalitas merek dipengaruhi oleh reputasi dan kepuasan. Peningkatan reputasi dan kepuasan konsumen akan mendorong peningkatan dalam loyalitas merek. Peningkatan reputasi dan kepuasan dipengaruhi oleh peningkatan kinerja produk. Dengan demikian, terdapat pengaruh yang positif dan signifikan antara kinerja produk terhadap reputasi merek, kepuasan konsumen dan pada akhirnya pada loyalitas konsumen.

## ABSTRACT

This research attempted to determine the effect of product performance to brand reputation, satisfaction, and brand loyalty. The product to be object of this research was detergent product.

To attain the purpose of this research, there were five hypothesis to be tested in this research. The first hypothesis was that there was a positive and significant effect of product performance to satisfaction. The second hypothesis was that there was a positive and significant effect of product performance to brand reputation. The third hypothesis was that there was a positive and significant effect of satisfaction to brand reputation. The fourth hypothesis was that there was a positive and significant effect of brand reputation to brand loyalty. The fifth hypothesis was that there was a positive and significant effect of satisfaction to brand loyalty.

The sample in this research was 100 respondent of housewife. The method of sampling was judgment sampling method. The data was obtained by questionnaire for all variables observed. The data analysis technique used was regression analysis.

The findings of this research indicated that the first hypothesis was proved. The increase of product performance would increase customer satisfaction. The decrease of product performance would decrease customer satisfaction. The second hypothesis was proved. The increase of product performance would increase brand reputation. The decrease of product performance would decrease brand reputation. The third hypothesis was proved. The increase of satisfaction would increase brand reputation. The decrease of satisfaction would decrease brand reputation. The fourth hypothesis was proved. The increase of brand reputation would increase brand loyalty. The decrease of brand reputation would decrease brand loyalty. The fifth hypothesis was proved. The increase of satisfaction would increase brand loyalty. The decrease of satisfaction would decrease brand loyalty. The brand loyalty was the effect of reputation and satisfaction. The increase of reputation and customer satisfaction would increase the brand loyalty. The increase of reputation and satisfaction was the effect of product performance increase. There was a positive and significant effect of product performance to brand reputation, customer satisfaction and finally to the customer loyalty.