

INTISARI

Meningkatnya motivasi masyarakat dalam mengonsumsi multivitamin secara tidak langsung mendorong persaingan pasar dagang farmasi. Oleh karena itu, industri farmasi perlu mengembangkan strategi pemasaran melalui inovasi produk dan penguatan citra merek agar mampu bersaing dengan kompetitor. Produk ‘*CDR Effervescent*’ menjadi salah satu yang telah dikenal luas oleh masyarakat sekitar. Tujuan dari penelitian ini untuk melihat hubungan antara karakteristik sosiodemografi meliputi jenis kelamin, usia, domisili, pendidikan terakhir, pekerjaan dan pendapatan dengan citra merek dan loyalitas konsumen pada produk tersebut.

Penelitian ini dilakukan dengan desain studi *cross-sectional* melalui survei menggunakan kuesioner berskala *4-point Likert*. Teknik pengambilan sampel menggunakan metode *convenience sampling* yang disebarluaskan secara *online* pada masyarakat di lima kabupaten wilayah Daerah Istimewa Yogyakarta. Telah dilakukan uji validitas dan reliabilitas pada setiap item pertanyaan kuesioner. Selanjutnya, data diamati secara deskriptif dan kuantitatif dengan menghitung nilai *p-value* menggunakan metode *Chi-Square* atau *Fisher's Exact Test* melalui *software* IBM SPSS ver. 30.0.

Sebanyak 140 orang telah menjadi responden pada penelitian ini. Hasil penelitian menyatakan tidak terdapat hubungan signifikan antara kondisi sosiodemografi dengan citra merek dan loyalitas. Namun, ditemukan hubungan signifikan pada citra merek dengan loyalitas konsumen (*p value* = < 0,001). Berdasarkan penelitian yang telah dilakukan, dapat disimpulkan citra merek yang positif dari produk ‘*CDR Effervescent*’ dapat mempertahankan loyalitas konsumen.

Kata kunci : Citra Merek, Loyalitas Konsumen, Sosiodemografi,
CDR Effervescent.

ABSTRACT

The increasing motivation of the public to consume multivitamins indirectly drives competition in the pharmaceutical trade market. Therefore, the pharmaceutical industry needs to develop marketing strategies through product innovation and strengthening brand image in order to compete with competitors. The product 'CDR Effervescent' is one that has been widely recognized by the surrounding community. The purpose of this study is to see the relationship between sociodemographic characteristics including gender, age, domicile, latest education, occupation and income with brand image and consumer loyalty to the product.

This research was conducted with a cross-sectional study design through a survey using a 4-point Likert scale questionnaire. The sampling technique used convenience sampling method which was distributed online to people in five districts of Yogyakarta Special Region. Validity and reliability tests were conducted on each questionnaire item. Furthermore, the data was observed descriptively and quantitatively by calculating the p-value using the Chi-Square method or Fisher's Exact Test through IBM SPSS ver. 30.0.

A total of 140 people have become respondents in this study. The results stated that there was no significant relationship between sociodemographic conditions with brand image and loyalty. However, a significant relationship was found between brand image and consumer loyalty (p value = <0.001). Based on the research that has been conducted, it can be concluded that a positive brand image of 'CDR Effervescent' products can maintain consumer loyalty.

Keywords : Brand Image, Consumer Loyalty, Sociodemographics, CDR Effervescent.