

## ABSTRAK

Mempertahankan semua pelanggan lebih menguntungkan, dibandingkan dengan mencari pelanggan baru. Konsumen yang puas akan menyampaikan kepuasannya kepada konsumen lain secara lisan maupun tulisan, hal ini dikenal dengan *word of mouth*. *Word of mouth* muncul karena adanya merek yang sudah ada dibenak konsumen.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *brand image* dan *word of mouth* terhadap loyalitas konsumen Amanda Brownies.

Penelitian ini menggunakan metode penelitian kuantitatif yang bersifat asosiatif ; metode pengambilan sampel adalah *total sampling*. Jumlah sampel pada penelitian ini berjumlah 63 orang. Teknik pengumpulan data yang digunakan adalah kuesioner menggunakan *skala likert* dengan wawancara dan *observasi* yang dilakukan terhadap mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Medan Area, Medan. Analisis data yang digunakan adalah kuantitatif menggunakan metode regresi linier berganda. Dan pengujian sampel menggunakan aplikasi SPSS versi 23 *for windows*.

Hasil penelitian menunjukkan bahwa *brand image* secara parsial berpengaruh positif dan signifikan terhadap loyalitas konsumen Amanda Brownies (sign.  $0.044 < 0.05$  dan  $t_{hitung} 2.056 > t_{tabel} 1.670$ ), *word of mouth* secara parsial berpengaruh positif dan signifikan terhadap loyalitas konsumen Amanda Brownies (sign.  $0.000 < 0.05$  dan  $t_{hitung} 4.710 > t_{tabel} 1.670$ ). *Word of mouth* merupakan faktor paling dominan yang mempengaruhi loyalitas konsumen Amanda Brownies. Secara simultan *brand image* dan *word of mouth* berpengaruh terhadap loyalitas konsumen Amanda Brownies pada mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Medan Area, Medan. (sign.  $0.000 < 0.05$  dan  $F_{hitung} 19.649 > F_{tabel} 3.15$ ).

**Kata Kunci : *Brand Image*, *Word of Mouth* dan Loyalitas Konsumen.**

## ABSTRACT

Anggun Intan CMA. 138320058. *“The Effect of Brand Image and Word of Mouth towards Customer Loyalty at Amanda Brownies on Students of Economy and Business Faculty in Medan Area University, Medan”*. Supervised by DR. Syafrida Hafni Sahir, SE, MSi and Dra. Isnaniah Lks, MMA.

*Retaining customers is more beneficial than looking for a new one. A satisfied customer will convey their satisfaction to the others both orally and written, which is known as word of mouth. Consument's perception of the brand leads to arise it. The aim of this study is to explain the effect of brand image and word of mouth towards customer loyalty at Amanda Brownies on students of Economy and Business Faculty in Medan Area University, Medan. This research used associative quantitative method. The total sampling technique is utilized to take 63 respondents of the total sample. Then, data were collected through likert scale questionnaire, direct interview and observation towards the students of Management program of Economy and Business Faculty in Medan Area University, Medan. The data technique analysis employs the multiple regression analysis and the hypothesis test through SPSS 23 application software. The test for brand image partially shows that  $t_{value} > t_{table}$  ( $2.056 > 1.670$ ) and significance values as ( $0.044 < 0.05$ ). This indicates that brand image has a positive impact and significantly influencing the customer loyalty at Amanda Brownies. The test for word of mouth partially shows that  $t_{value} > t_{table}$  ( $4.710 > 1.670$ ) and significance values as ( $0.000 < 0.05$ ). In contrast, word of mouth is the most dominant factor in influencing the customer loyalty at Amanda Brownies. According to the F test, the  $F_{value} > F_{table}$  ( $19.649 > 3.15$ ) with significance values as ( $0.000 < 0.05$ ). Thus, brand image and word of mouth simultaneously have a significance and a positive impact towards customer loyalty at Amanda Brownies on students of Management program of Economy and Business Faculty in Medan Area University, Medan.*

**Keywords : Brand Image, Word of Mouth, Customer Loyalty.**