

INTISARI

Tujuan penelitian ini adalah menguji pengaruh kepuasan konsumen yang mencakup, *Atribut related to the product*, *Atribut related to the service*, *Atribut related to the purchase*, terhadap kesetiaan merek.

Penelitian ini mengambil obyek penelitian pada Waroeng Steak & Shake, dan subyek penelitian adalah para konsumen Waroeng Steak & Shake, sedangkan sampel yang diambil dalam penelitian ini adalah konsumen yang pernah melakukan pembelian di Waroeng Steak & Shake lebih dari 2 kali. Metode sampling yang digunakan adalah purposive sampling. Pengumpulan data dalam penelitian ini dilakukan dengan menggunakan kuesioner. Jumlah responden yang diambil adalah 100 responden.

Dengan menggunakan alat analisis regresi berganda, diperoleh hasil secara simultan atau serempak bahwa, *Atribut related to the product*, *Atribut related to the service*, *Atribut related to the purchase*, berpengaruh secara signifikan terhadap kesetiaan merek. Sedangkan secara parsial, *Atribut related to the product*, *Atribut related to the service*, *Atribut related to the purchase*, berpengaruh secara signifikan terhadap kesetiaan merek.

Kata kunci: *Atribut related to the product*, *Atribut related to the service*, *Atribut related to the purchase* dan Kesetiaan Merek

ABSTRACT

Purpose of this research is test customer satisfaction of including consumer, Attribute releted to the product, Attribute releted to the service, Attribute releted to the purchase, to brand loyalty.

This research takes object at Waroeng Steak & Shake, and research subject is the consumers Waroeng Steak & Shake, while sample taken in this research is consumer which done purchasing in Waroeng Steak & Shake more than 2 times. Sampling method which in using is purposive sampling. Data collecting in this research done by using questionnaire. Number of respondents taken is 100 respondents.

By using multiple regression analyzer, obtained result in simultan or concerted that, Attribute releted to the product, Attribute releted to the service, Attribute releted to the purchase, influential in signifikan to brand loyalty.. While parsially, Attribute releted to the product, Attribute releted to the service, Attribute releted to the purchase, influential in signifikan to brand loyalty.

Keyword: Attribute releted to the product, Attribute releted to the service, Attribute releted to the purchase and Brand Loyalty