

ABSTRACT

ANALYSIS OF ATTITUDE OF PERCEIVED QUALITY BRAND

AND ITS IMPACT ON CUSTOMER LOYALTY

(Case study on consumer fragrant tea cap Bandulan)

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Many brands of tea bags in the market shows that the level of competition is getting tougher teabag. The consequences of such competition is the emergence of a shift in sales volume of a particular brand of tea products in the market because lose of competition from other tea brands. The conditions experienced by one tea bag brands Bandulan from Pekalongan that can be seen from the sales volume contioned to decline from 2010 is a pack of tea bags 15206 of 15600 packs sales a year earlier, then decrease occurred again in 2011 to 13317 packs, and slightly increased again in 2012 to 14950 packs, however, still have not been able to increase sales recover as of 2009. The problem of background research objectives are: 1) To analyze thre effect of perceived quality on brand attitudes, and 2) To analyze the effect of attitudes on consumer brand loyalty. For this purpose the sample used by the researchers was 100 respondents who are consumers of tea bags. Bandulan brand that live in region of Pekalongan city. Then to answer the purposes of this study the data from the questionnaires were analyzed by using a simple linear regression analysis and linear regression.

Results of data analysis showed that 1) Perceived quality has a positive effect on brand attitude, evidenced probabilities, significane = $0,000 < 0,05$. Recommendations are given according to the results of this study were 1) Improve policies of the packaging is done manually by using the power of the engine to be more presentable product packaging and make homegeneus, as well as be able to function optimally as a protector of the product, in addition to giving the impression / positive image on the product, 2) Adding a promotional tool publicity to from public opinion precisely so that consumers become more informed and enjoy Bandulan teabag products.

Keywords: Perception of Quality, Top of Brand Attitudes, Customer Loyalty.