

ABSTRAK

Rizqa Khairunnisa, NIM 7101210016. Pengaruh Citra Merek dan Nilai Emosional Terhadap Loyalitas Pelanggan Rumah Burger Medan. Skripsi, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, 2014.

Faktor citra merek dan nilai emosional merupakan faktor yang dapat menarik minat konsumen untuk membeli suatu produk. Citra merek dan nilai emosional yang baik akan menjadi prioritas utama yang dijadikan acuan bagi konsumen untuk menumbuhkan loyalitas dari pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Citra Merek dan Nilai Emosional Terhadap Loyalitas Pelanggan Rumah Burger Medan.

Populasi penelitian ini adalah seluruh pelanggan yang mengkonsumsi makanan yang ada di Rumah Burger Medan berkisar ± 1750 orang. Penentuan sampel digunakan teknik *purposive sampling* sehingga sampel diambil berjumlah 95 orang. Data yang digunakan adalah data primer yang diperoleh melalui penyebaran kuesioner. Pengujian yang digunakan adalah uji validitas, reliabilitas, dan uji asumsi klasik. Pengujian hipotesis dilakukan dengan analisis regresi berganda, uji F simultan dan uji parsial.

Berdasarkan hasil penelitian diperoleh persamaan regresi $\hat{Y} = 1,227 + 0,511 X_1 + 0,160 X_2 + e$. Berdasarkan uji parsial diperoleh bahwa Citra Merek dan Nilai Emosional berpengaruh secara positif dan signifikan terhadap Loyalitas Pelanggan Rumah Burger Medan dengan nilai signifikan lebih kecil dari 0,1. Hasil uji F simultan diperoleh $F_{hitung} (55.032) > F_{tabel} (3,10)$ yang berarti variabel Citra Merek dan Nilai Emosional secara simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada Rumah Burger Medan. Nilai R Square = 0,545 menunjukkan bahwa sebesar 54,5% kemampuan variabel citra merek, dan nilai emosional menjelaskan pengaruhnya terhadap loyalitas pelanggan pada Rumah Burger Medan dan sisanya 45,5% dijelaskan oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kesimpulan dari hasil penelitian yaitu terdapat pengaruh yang positif dan signifikan citra merek dan nilai emosional terhadap loyalitas pelanggan pada Rumah Burger Medan.

Kata Kunci : Citra Merek, Nilai Emosional, Loyalitas Pelanggan

ABSTRACT

Rizqa Khairunnisa, NIM 7101210016. The Influence of Brand Image and Emotional Value to Customer Loyalty Rumah Burger Medan. Thesis, Department of Management, Faculty of Economics, State University of Medan, 2014.

Factor brand image and emotional value is a factor that can attract consumers to buy a product. Brand image and good emotional value will be the main priority is used a reference for consumers to cultivate customer loyalty. The purpose of this study was to determine the effect of brand image and Emotional Value Of Customer Loyalty Field House Burger .

The population of this study is that all customers who consume food at Burger House Terrain ranges from ± 1750 people. The samples used purposive sampling so that the sample was taken amounted 95 people. The data used is primary data obtained questionnaires. The tests used are validity, reliability, and classical assumption. Hypothesis testing is performed with multiple regression analysis, simultaneous F test and the partial test.

Based on the results obtained by the regression equation $\hat{Y} = 1,227 + 0,511 X_1 + 0,160 X_2 + e$. Based on the obtained partial test that brand image and Emotional value is positive and significant effect on Customer Loyalty Rumah Burger Medan with significant value less than 0.1. The results obtained simultaneous F test by F value $(55,032) > F (3,10)$ which means that the variable Brand Image and Value Emotional simultaneously positive and significant effect to customer loyalty at Rumah Burger Medan. R Square = 0.545 indicates that 54.5% of variable ability brand image, and emotional value describes the effect to customer loyalty at Rumah Burger and remaining 45.5 % is explained by other factors not examined in this research.

Conclusions from this research is there influence positive and significant of brand image and emotional value to customer loyalty at Rumah Burger Medan.

Keywords : Brand Image, Emotional Value, Customer Loyalty

ABSTRACT

Andri R. Tampubolon, NIM 7103210004. Effect of Pension Program And Occupational Health and Safety (K3) Program Against Employee Morale PT. Biro Klasifikasi Indonesia (Persero) Branch Belawan. Thesis , Department of Management, Faculty of Economics, State University of Medan, 2014.

Pension program and the Occupational Safety and Health Program (K3) is one factor to consider in improving employee morale . Occupational safety and health directly provide a secure feeling so employees can work without feeling pressured by the surrounding conditions or circumstances. The aim of the research was to determine the effect of pension program and Occupational Safety and Health (K3) Program on employee morale PT. Biro Klasifikasi Indonesia (Persero) Branch Belawan.

The population this research was all employees at PT. Biro Klasifikasi Indonesia (Persero) Branch Belawan is 43 people. The samples used total sampling technique that samples taken from entire population. Data used in the study is primary data obtained via questionnaires. The test used is data quality and classical assumption. Hypothesis testing is performed with multiple regression analysis, simultaneous F test and partial test.

The result showed that simultaneous variable pension program and Occupational Health and Safety (K3) program on employee morale PT. Biro Klasifikasi Indonesia (Persero) Branch Belawan, where the value $F_{count} > F_{table}$ or $24.197 > 3.23$ with the level of significant (α) $0.000 < 0.005$. Coefficient of determination (adjusted R square) of 0.525 means the influence of retirement program and the Occupational Safety and Health Program (K3) on employee morale PT. Biro Klasifikasi Indonesia (Persero) Branch Belawan by 52.5 % and the remaining 47.5 % is influenced by other variables outside of research.

Conclusions from the study that there is a positive and significant effect of pension program and Occupational Health and Safety (K3) program on employee morale PT. Biro Klasifikasi Indonesia (Persero) Branch Belawan. Expected to PT. Biro Klasifikasi Indonesia (Persero) Branch Belawan fixed pension program and implement a Health and Safety (K3) Program to improve employee morale.

Keywords : Pension Programs, Occupational Safety and Health Program, Morale