ANALISIS TINGKATAN *BRAND LOYALTY* PADA PT NASMOCO BAHTERA MOTOR (DEALER TOYOTA NASMOCO MLATI YOGYAKARTA)

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Abstrak

Penelitian tugas akhir ini bertujuan untuk mengetahui apakah merek pada PT Nasmoco Bahtera Motor (Dealer Toyota Nasmoco Mlati Yogyakarta) telah menciptakan loyalitas merek sekaligus untuk mengetahui hasil pemetaan *Brand Loyalty* yang berdasarkan pada tingkatan seperti *switcher, habitual buyer, satisfied buyer, liking of the brand dan commited buyers.*. Populasi dari penelitian ini adalah data penjualan pada Dealer Toyota Nasmoco MlatiYogyakarta dari bulan Januari-Maret. Sampel yang akan diambil sebanyak 80 responden dan merupakan konsumen Toyota yang telah melakukan pembelian minimal 1 unit mobil di Dealer Toyota Nasmoco Mlati Yogyakarta. Teknik pengambilan sample menggunakan metode *purposive sampling*. Metode pengumpulan data dalam penelitian ini menggunakan penyebaran kuesioner, studi pustaka dan observasi langsung pada objek yang diteliti. Setelah diperoleh jawaban dari konsumen melalui kuesioner yang dibagikan dan berdasarkan hasil pengolahan menggunakan *arithmetic mean* didapatkan nilai rata-rata keseluruhan 2,99 artinya pelanggan setuju. Hasil penelitian analisis persentase memberikan informasi bahwa 88,1% konsumen mencapai tingkat komitmen pelanggan yang sangat tinggi. Dengan demikian bahwa PT Nasmoco Bahtera Motor (Dealer Toyota Nasmoco Mlati Yogyakarta) telah menciptakan Loyalitas Merek berdasarkan indikator tingkatan *brand loyalty.*

Kata Kunci: *Tingkatan Brand Loyalty, Switcher, Habitual Buyer, Satisfied Buyer, Liking of The Brand dan Commited Buyers.*

BRAND LOYALTY LEVEL ANALYSIS AT PT NASMOCO BAHTERA MOTOR (DEALER TOYOTA NASMOCO MLATI YOGYAKARTA)

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Abstract

This final project research aims to determine whether the brand at PT Nasmoco Bahtera Motor (Toyota Dealer Nasmoco Mlati Yogyakarta) has created brand loyalty as well as to determine the results of Brand Loyalty mapping based on levels such as switcher, buyer habitual, satisfied buyer, liking of the brand and committed buyers. The population of this study is sales data at Toyota Dealer Nasmoco Mlati Yogyakarta from January to March. The samples to be taken are 80 respondents and are Toyota consumers who have purchased at least 1 unit of car at the Toyota Nasmoco Mlati Yogyakarta Dealer. The sampling technique was using purposive sampling method. Data collection methods in this study using questionnaires, literature study and direct observation of the object under study. After obtaining answers from consumers through distributed questionnaires and based on the results of processing using the arithmetic mean, the overall average value is 2.99, meaning that the customer agrees. The results of the percentage analysis research provide information that 88.1% of consumers reach a very high level of customer commitment. Thus, PT Nasmoco Bahtera Motor (Toyota Dealer Nasmoco Mlati Yogyakarta) has created Brand Loyalty based on indicators of brand loyalty levels.

Keywords: *Levels of Brand Loyalty, Switcher, Habitual Buyers, Satisfied Buyers, Liking of The Brand and Committed Buy*