# ABSTRAK

Penelitian ini berjudul "Pengaruh Citra Merek, Komunikasi Merek, Kewajaran Harga dan *Perceived Quality* Terhadap Loyalitas Merek Pasta Gigi NASA Pada Konsumen di Kota Purbalingga". Penelitian ini bertujuan untuk mengetahui : (1) pengaruh citra merek terhadap loyalitas merek, (2) pengaruh komunikasi merek terhadap loyalitas merek, (3) pengaruh kewajaran harga terhadap loyalitas merek, dan (4) pengaruh *perceived quality* terhadap loyalitas merek. Penelitian ini dilaksanakan pada bulan Januari 2022 dan lokasi penelitian ini di kota Purbalingga.

Jenis penelitian yang digunakan dalam penelitian ini adalah survei. Populasi dalam penelitian ini adalah konsumen pasta gigi NASA di kota Purbalingga. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan metode *purposive sampling*. Sampel dalam penelitian ini sebanyak 110 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Analisis data menggunakan regresi linear berganda dan pengujian hipotesis menggunakan uji t.

Berdasarkan analisis statistik diperoleh persamaan regresi : $Y = -1,970 + 0,299X_1 + 0,211X_2 + 0,501X_3 + 0,211X_4 + e$. Hasil penelitian ini menunjukkan bahwa : (1) hipotesis pertama, yang menyatakan citra merek berpengaruh positif dan signifikan terhadap loyalitas merek, diterima, (2) hipotesis kedua, yang menyatakan komunikasi merek berpengaruh positif dan signifikan terhadap loyalitas merek, diterima, (3) hipotesis ketiga, yang menyatakan kewajaran harga berpengaruh positif dan signifikan terhadap loyalitas merek, diterima, dan (4) hipotesis keempat, yang menyatakan *perceived quality* berpengaruh positif dan signifikan terhadap loyalitas merek, diterima.

**Kata kunci : Citra Merek, Komunikasi Merek, Kewajaran Harga, *Perceived Quality* dan Loyalitas Merek.**

## *ABSTRACT*

*This study entitled : "The Effect of Brand Image, Brand Communication, Price Fairness and Perceived Quality on Brand Loyalty Toothpaste NASA on Consumer in Purbalingga City". The research aims to find out : (1) the effect of brand image on brand loyalty, (2) the effect of brand communication on brand loyalty, (3) the effect of price fairness on brand loyalty, and (4) the effect of perceived quality on brand loyalty. This research was conducted in January 2022 and the research location was in the Purbalingga city.*

*The type of research used in this research was survey research. The population in this study were consumer toothpaste NASA in Purbalingga city. The sampling technique in this research used non probability sampling with purposive sampling method. The sample in this study were 110 respondents. Data collecting technique used questionnaire which had been tested for the validity and reliability. Data analysis using multiple linear regression and hypothesis testing using the t test.*

*Based on statistical analysis, the regression equation is obtained : $Y = -1,970 + 0,299X1 + 0,211X2 + 0,501X3 + 0,211X4 + e$. the results of this research show that : (1) the first hypothesis, which states that brand image have a positive and significant effect on brand loyality, is accepted, (2) the second hypothesis, which states that brand communication have a positive and significant effect on brand loyality, is accepted, (3) the third hypothesis, which states that price fairness have a positive and significant effect on brand loyality, is accepted, and (4) the fourth hypothesis, which states that perceived quality have a positive and significant effect on brand loyality, is accepted.*

***Keyword : Brand Image, Brand Communication, Price Fairness, Perceived Quality and Brand Loyalty.***