

ABSTRAK

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Pengaruh Pola Kampanye Dalam Peningkatan Brand Loyalty (Studi Kasus Kampanye Bring Back Our Bottle The Body Shop Yogyakarta 2017)

Tahun 2017 + 125 Halaman + 66 Lampiran

15 Buku + 2 Jurnal+ 3 Website

Penelitian ini bertujuan untuk mengetahui pengaruh dari pola / promosi kampanye bring back our bottle milik The Body Shop di Yogyakarta dalam peningkatan brand loyalty. Penelitian ini merupakan penelitian kuantitatif eksplanatif. Sumber yang digunakan dalam penelitian ini adalah kuesioner yang diberikan kepada responden yang memiliki kriteria menjadi membership The Body Shop. Teknik sampling yang digunakan adalah random sampling dengan jumlah sampel sebesar 109 responden. Analisis data dalam penelitian ini menggunakan pengujian validitas, reliabilitas dan beberapa regresi. Alat yang digunakan dalam pengolahan data yaitu program SPSS versi 24. Hasil dalam penelitian ini menunjukkan bahwa pola / promosi kampanye bring back our bottle memiliki pengaruh sebesar 0,418 atau 41,8% terhadap peningkatan brand loyalty di Yogyakarta.

Kata Kunci: Promosi, Kampanye, Brand Loyalty

ABSTRACT

Muhammadiyah University of Yogyakarta

Social and Political Science Faculty

Communication Study

Public Relations

Aditya Bagas Pamungkas (20130530201)

The Effect of Campaign System in Increasing Brand Loyalty (A Case Study of Bring Back Our Bottle Campaign The Body Shop Yogyakarta 2017)

Year 2017 + 125 Pages + 66 Appendices

15 Books + 2 Journals + 3 Websites

This research is aimed to know the effect of bring back our bottle campaign system / promotion that belongs to The Body Shop in Yogyakarta in increasing brand loyalty. This research was quantitative explanative research. The sources which were used in this research were questionnaire that was given to the respondents whose have characteristic to become a membership of The Body Shop. The Sampling technique which was used was random sampling with the amount of samples were 109 respondents. The data analysis in this research used validity, reliability and some regression test. The instrument that was used in this data processing was SPSS program in version 24. The result in this research showed that bring back our bottle campaign system / promotion had impact in the amount of 0,418 or 41,8% toward the enhancement of brand loyalty in Yogyakarta.

Key Words: Promotion, Campaign, Brand Loyalty