

ABSTRACT

Biovision is an over the counter (OTC) product from PT. Indofarma (persero) tbk. which included in therapeutic class III (eye vitamins & eye tonics) in IMS Health survey data. In this class of therapeutic groups, there are 29 brands of products which have the same efficacy as the eye health supplement. Total sales of all products over the counter (OTC) has a tendency to increase every year but this increase was not followed by Biovision product sales value. Biovision has been a decline in market growth in 1st quarter of 2008 compared to previous year.

The purpose of this research was to examine the influence of product attributes of Biovision to purchase decisions and ultimately to customer loyalty. This research is descriptive in nature using questionnaire. The questionnaires were given to consumers who have used Biovision using purposive sampling. Path analysis was employed in this research. Both Test of validity instrument of reliability were exploited.

Findings show that product attributes of Biovision significantly influence the purchase decision, and ultimately affect the loyalty, purchase decisions of Biovision significantly affect loyalty and both product attributes and purchasing decisions simultaneously influence on consumer loyalty.

Therefore, to enhance customer loyalty it is necessary to increase the contribution of product attributes by improving the quality of the elements of product attributes and supported by effective communication so as to increase the purchase decisions of consumers and ultimately to increased customer loyalty.

U N I V E R S I T A S
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