

ABSTRAK

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Judul Laporan Skripsi : Pengaruh Aktivitas *Marketing Public Relations*
dan *Brand Image* Terhadap Loyalitas Konsumen
Pengguna Aplikasi Akulaku
Pembimbing : Suryaning Hayati, SE, MM, M.Ikom

Akulaku bergerak pada bidang pembiayaan yang akhir-akhir ini banyak bermunculan aplikasi *fintech* yang diantaranya termasuk didalam daftar ilegal oleh OJK banyaknya pesaing dalam dunia *fintech* dan permasalahan yang terjadi pada perusahaan Akulaku berdasarkan review yang kurang baik dari konsumen untuk itu penulis melakukan penelitian ini yang bertujuan untuk mempertahankan *loyalitas* konsumen melalui aktivitas *marketing public relations* dan *brand image*

Konsep variabel dalam penelitian ini adalah *Marketing Public Relations* yang memiliki 3 dimensi (publikasi, *event*, dan iklan layanan masyarakat), kemudian *Brand Image* memiliki 4 dimensi yaitu identitas merek, personalitas merek, sikap dan perilaku merek, dan manfaat dan keunggulan merek. Dan variabel terakhir yaitu *Loyalitas* konsumen yang diukur melalui 4 dimensi yaitu : pembelian berulang dan teratur, pembelian produk lain dari produsen yang sama, merekomendasi produk lain, dan menunjukkan daya tarik produk.

Metode dalam penelitian ini adalah *explanative survey*, dengan jumlah sampel 358 konsumen. Teknik penarikan sampel menggunakan *purposive sampling*.

Hasil penelitian menunjukkan bahwa : 1) terdapat prediksi kenaikan dan penurunan sebesar 0,250 terhadap *marketing public relations* dan 0,533 pada *Brand Image* 2) penelitian ini terbukti berpengaruh secara simultan dan parsial 3) *marketing public relations* memiliki nilai rata-rata sebesar 84,576 %, *brand image* memiliki nilai rata-rata sebesar 85.278 %, dan loyalitas konsumen memiliki nilai rata-rata sebesar 89,953 %. 4) pengaruh aktivitas *marketing public relations* dan *brand image* berpengaruh terhadap loyalitas pelanggan sebesar 52,9% dan 47,1% lainnya dipengaruhi oleh faktor lain diluar penelitian ini

Keyword : Aktivitas *Marketing Public Relations*, *Brand Image*, Loyalitas

ABSTRACT

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and Brand Image of Consumer Loyalty of Akulaku
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Akulaku is engaged in financing which has recently sprung up many fintech applications which include being included in the illegal list by the OJK, the number of competitors in the fintech world and the problems that occur in the Akulaku company based on unfavorable reviews from consumers, for that the author conducted this study which aims to maintain consumer loyalty through activities Marketing Public Relations and Brand Image

The variable concept in this study is Marketing Public Relations which has 3 dimensions (publications, events, and public service advertisements), then Brand Image has 4 dimensions, namely brand identity, consumer personality, brand attitude and behavior, and brand benefits and advantages. And the last variable is consumer loyalty which is measured through 4 dimensions, namely: repeated and regular purchases, purchases of other products from the same manufacturer, recommending other products, and showing product attractiveness.

The method in this study is an explanative survey, with a sample of 358 consumers. The sampling technique uses purposive sampling.

The results showed that: 1) there was a prediction of an increase and decrease of 0.250 on marketing public relations and 0.533 on Brand Image 2) this study proved to have a simultaneous and partial effect 3) marketing public relations had an average value of 84.576%, brand image has an average value of 85.278%, and consumer loyalty has an average value of 89.953%. 4) The influence of marketing activities, public relations and brand image affects customer loyalty by 52.9% and the other 47.1% is influenced by other factors outside this study

Keyword: Marketing Activities Public Relations, Brand Image, Loyalty