

ABSTRAK

Della Norega Hendrik, 1303786/2013: Pengaruh Reputasi Perusahaan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Produk Wardah di Kota Padang.

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This study aims to analyze : (1) Effect of corporate reputation on customer loyalty, and (2) Effect of customer satisfaction on customer loyalty. The type of research is explanatory causal. The population of this study were Padang women who know and already used Wardah. This study used unidentified formula and the sampel used was 100 people, by purposive sampling method. The data used is primary data. Primary data were obtained from questionnaire distributed to 100 women in Padang who know and already used Wardah , aged above 16 years old. The analysis technique used in this research is multiple regression analysis with SPSS Version 20 program.

The result showed that : corporate reputation and customer satisfaction have a positive and significat effect to the customer loyalty of Wardah product in Padang. Form this study also know that customer satisfaction has a greater influence on customer loyalty than corporate reputation.

Keywords : Corporate Reputation, Customer Satisfaction, Customer Loyalty