

ABSTRAK

Analisis Pelanggan Kosmetik Jafra di Kota Bandung

Loyalitas pelanggan PT Jafra Kosmetik di kota Bandung, belum sesuai harapan, Hal ini dapat dilihat dari penjualan PT. Jafra Kosmetik di kota Bandung, mengalami pertumbuhan penjualan yang pesat setiap tahunnya tetapi tidak diiringi dengan tingginya angka pembelian ulang terhadap kosmetik Jafra, khususnya di kota Bandung. Tujuan penelitian ini adalah mengetahui faktor-faktor apa yang mempengaruhi loyalitas pelanggan terhadap kosmetik Jafra di Kota Bandung.

Penelitian ini dilaksanakan di kota Bandung dan yang menjadi subjek penelitian adalah konsumen kosmetik Jafra yang berdomisili di kota Bandung. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan dari wawancara, dokumentasi dan observasi.

Subjek sebanyak 10 responden, dari hasil wawancara dan disimpulkan 7 (tujuh) orang menyatakan faktor promosi mempengaruhi loyalitas pelanggan, 6 (enam) menyatakan faktor harga mempengaruhi loyalitas pelanggan, 3 (tiga) menyatakan faktor kualitas produk mempengaruhi loyalitas pelanggan, 1 (satu) orang menyatakan faktor kualitas pelayanan mempengaruhi loyalitas pelanggan.

Banyak faktor yang mempengaruhi loyalitas pelanggan, diantaranya dipengaruhi oleh beberapa faktor yaitu kualitas produk, harga, promosi, kualitas pelayanan.

Kata kunci : Loyalitas Pelanggan, Kualitas Produk, Harga, Promosi, Kualitas Pelayanan.

ABSTRACT

Analisis of Customer Loyalty of Jafra Cosmetics in Bandung City

Jafra Cosmetics Customer Loyalty in Bandung City are not as expectation. This can be seen from product sale of PT. Jafra Cosmetics experiencing growth sales every year but not accompanied by high number of re- purchase of Jafra cosmetics, especially in Bandung City. This research aims to analyze the factors affecting loyalty of Jafra cosmetic customer in Bandung City.

This research was conducted in Bandung and the subject of research is Jafra cosmetic consumer who is domiciled in the city of Bandung. This research uses qualitative approach with descriptive method. Data were collected from interviews, documentation and observation.

Subject of 10 respondents, from interview result and concluded 7 (seven) people stated that promotion factor influence customer loyalty, 6 (six) stated that price factor influence customer loyalty, 3 (three) stated that product quality factor influence customer loyalty, and 1 (one) person states that service quality factors affect customer loyalty.

The result of this research showed that many factors that affect customer loyalty are including product quality, price, promotion, and service quality.

Keywords: Customer Loyalty, Including Product Quality, Price, Promotion, Service Quality.