

ABSTRACT

This study aims to determine the level of consumer brand loyalty on the product supplement and determine the loyalty pyramid arrangement, which includes a switcher, habitual buyer, satisfied buyers, liking of the brand, and committed buyer for the product supplement. The results of 100 students showed that: more and more consumers who are "habitual buyers" who buy just out of habit and the availability of goods

Keywords: Perceived Service Quality, Perceived Value, Trust; Satisfaction.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui tingkat *brand loyalty* konsumen atas produk *supplement* dan mengetahui susunan piramida loyalitas, yang meliputi *switcher*, *habitual buyer*, *satisfied buyer*, *liking of the brand*, dan *committed buyer* atas produk *supplement*. Hasil penelitian atas 100 orang mahasiswa menunjukkan bahwa: lebih banyak konsumen yg berada di “habitual buyer” yang membeli hanya karena kebiasaan dan tersedianya barang.

Kata kunci: *Brand Loyalty*, *Switcher Buyer*, *Habitual Buyer*, *Satisfied Buyer*, *Liking of the Brand*.

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