

## ABSTRAK

Nama : Dinda Mulyani  
NIM : 190410082  
Judul : Pengaruh Nilai Emosional, Nilai Sosial, Nilai Kualitas dan Nilai Fungsional Terhadap Loyalitas merek Sepeda Motor di Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis Pengaruh Nilai Emosional, Nilai Sosial, Nilai Kualitas dan Nilai Fungsional Terhadap Loyalitas merek Sepeda Motor. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden dalam penelitian ini adalah 133 masyarakat di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian menunjukkan bahwa secara nilai emosional berpengaruh positif dan signifikan terhadap loyalitas merek sepeda motor di Kota Lhokseumawe, Secara parsial nilai sosial berpengaruh positif dan signifikan terhadap loyalitas merek sepeda motor di Kota Lhokseumawe, Secara parsial nilai fungsional berpengaruh positif dan signifikan terhadap loyalitas merek sepeda motor di Kota Lhokseumawe, Secara parsial nilai kualitas berpengaruh positif dan signifikan terhadap loyalitas merek sepeda motor di Kota Lhokseumawe. Secara simultan nilai emosional, nilai sosial, nilai fungsional dan nilai kualitas berpengaruh positif dan signifikan terhadap loyalitas merek sepeda motor di Kota Lhokseumawe dimana secara statistic  $F_{hitung} > F_{tabel}$  atau  $22.550 > 2.688$  dan signifikan  $0,000 < 0,05$

Keyword: **Nilai Emosional, Nilai Sosial, Nilai Fungsional, Nilai Kualitas, Loyalitas Merek**

## **ABSTRACT**

Name : Dinda Mulyani  
NIM : 190410082  
Title : *The influence of emotional value, social value, quality value, and functional value on motorcycle brand loyalty in the city of Lhokseumawe*

*This research aims to analyze the influence of emotional value, social value, quality value, and functional value on motorcycle brand loyalty. Data for this research were collected through a survey method using a questionnaire as the data collection instrument. The respondents in this study were 133 residents in the city of Lhokseumawe. This research used a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results show that emotionally, there is a positive and significant influence on motorcycle brand loyalty in the city of Lhokseumawe. Partially, social value has a positive and significant influence on motorcycle brand loyalty in the city of Lhokseumawe. Partially, functional value has a positive and significant influence on motorcycle brand loyalty in the city of Lhokseumawe. Partially, quality value has a positive and significant influence on motorcycle brand loyalty in the city of Lhokseumawe. Simultaneously, emotional value, social value, functional value, and quality value have a positive and significant influence on motorcycle brand loyalty in the city of Lhokseumawe, where the statistical  $F\text{-value} > F\text{-table}$  or  $22.550 > 2.688$  and is significant at  $0.000 < 0.05$ .*

**Keywords:** *Emotional Value, Social Value, Functional Value, Quality Value, Brand Loyalty*