

ANALYSIS OF FACTORS AFFECTING TUPPERWARE CUSTOMER LOYALTY IN BENGKALIS ISLAND

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ABSTRACT

The use of tupperware products is widely known in Indonesia. This study aims to determine the analysis of factors affecting tupperware customer loyalty in bengkalis island, and this study aims to determine the highest dominant factor and the lowest non-dominant factor tupperware customer loyalty in Bengkalis Island. This research uses qualitative and quantitative method. Data collection techniques were carried out by questionnaires, interview and observation. The number of samples obtained was 100 people. The data processing technique in this study uses Microsoft Excel. The sampling technique used was a probability sampling technique with a simple random sampling type. The results obtained show that the factors affecting customer loyalty are customer satisfaction, product or service quality, product or service image, brand image, customer trust, advertising, provision of facilities, service quality, customer value creation, and barriers to switching to other products, and then the customer satisfaction factor is the highest dominant factor affecting tupperware customer loyalty, while the barriers to switching to other products factor is the lowest non-dominant factor affecting Tupperware customer loyalty. Research suggests that tupperware products maintain customer satisfaction with users of tupperware products so that they are better recognized by the public and maintain customer loyalty for tupperware products so that customers do not switch to other products.

Keywords: Customer Loyalty, Tupperware