Abstract

Objective. The study was to investigate the significance of brand attributes in influencing attitudinal and behavioral consumer loyalty by adapting constructs by Tatiana Anatolevena Anisimova (2007).

Method. A plan to distribute 300 questionnaires among university students was executed. Cronbach Alpha, Exploratory Factor Analysis (using Principal Component Analysis), Pearson's Correlation, Regression Analysis, one-way ANOVA as well as t-test were employed to test the data.

Results. The research was based on a sample of 266 university student respondents, taking FMCG company as the sample unit. However, limitation of previous guidelines, models of dimension research and time should be taken into consideration in the future research.

Conclusion. It was found that brand attributes has a significant influence towards attitudinal and behavioral loyalty.

Key words. Customer Loyalty, Brand Attributes, Fast-Moving Consumer Goods (FMCG), Corporate Attributes, Indonesia, Unilever Indonesia, Pepsodent, Lifebuoy.