Abstract

Objective – The objectives of the thesis was to analyze and discover factors such as brand loyalty, consumer behavior in University students in Jakarta.

Method - 200 questionnaires were distributed to samples of university students in Jakarta. The data were then analyzed by using Factor Analysis, Cluster Analysis, and Multiple ANOVA Analysis.

Results - Resulting in 200 usable data. First, analysis of the differences benefits sought to clothing attributes, second is analysis of the differences benefits sought to shop orientation, and the third is analysis of the differences benefits sought to the repurchase intention. Form those analyses the author found factors that indicated to the analysis such as, hedonic and rational is for shopping orientation, style, fit needle is for clothing attribute evaluation, repurchase intention, and the last part is fashion, impression, unique, brand, personality discount and comfortable is for clothing benefits sought.

Conclusion – Results indicates that consumers with different benefits sought will have different repurchase intentions, customers who belong to shopping orientation will not evaluate the benefit sought differently, and consumers with different benefits sought will not evaluate difference of clothing attributes.

Keywords – Market segmentation, consumer behavior, brand loyalty, clothing, and shopping.