

ABSTRAK

Penelitian ini dilakukan di PT. Banyu Bening Komunika di Surabaya dengan tujuan (1) untuk mengetahui dan menganalisis pengaruh harga, promosi penjualan, dan kualitas pelayanan secara simultan terhadap loyalitas pelanggan PT. Banyu Bening Komunika di Surabaya; (2) untuk mengetahui dan menganalisis pengaruh harga, promosi penjualan, dan kualitas pelayanan secara parsial terhadap loyalitas pelanggan PT. Banyu Bening Komunika di Surabaya; (3) Untuk mengetahui dan menganalisis diantara variabel harga, produk, dan kualitas pelayanan, variabel mana yang berpengaruh dominan terhadap loyalitas pelanggan PT. Banyu Bening Komunika di Surabaya. Sampel adalah pelanggan PT. Banyu Bening Komunika di Surabaya sebanyak yang diambil sebanyak 76 responden dan metode sampling yang digunakan adalah *total sampling/sensus* artinya dari 76 responden diambil semua sebagai sampel. Identifikasi variabel yaitu untuk dependen variabel (Y) kepuasan pelanggan, dan independen variabel (X) terdiri dari harga, produk dan kualitas pelayanan. Teknik pengambilan data dengan kuisisioner dengan menggunakan skala Likert, dan metode analisis menggunakan analisis regresi linier berganda. Hasil penelitian adalah sebagai berikut (1) harga, promosi penjualan dan kualitas pelayanan berpengaruh secara simultan terhadap loyalitas pelanggan PT. Banyu Bening Komunika di Surabaya; (2) Harga, promosi penjualan dan kualitas pelayanan berpengaruh secara parsial terhadap loyalitas pelanggan PT. Banyu Bening Komunika di Surabaya; (3) Promosi penjualan berpengaruh dominan terhadap loyalitas pelanggan PT. Banyu Bening Komunika di Surabaya.

Kata-kata kunci : harga, promosi penjualan, kualitas pelayanan, loyalitas pelanggan.

ABSTRACT

This research was conducted at PT. Banyu Bening Komunika in Surabaya with the aim of (1) to identify and analyze the effect of price, sales promotion, and service quality simultaneously on customer loyalty of PT. Banyu Bening Komunika in Surabaya; (2) to determine and analyze the effect of price, sales promotion and service quality partially on customer loyalty of PT. Banyu Bening Komunika in Surabaya; (3) To determine and analyze among the variables of price, product, and service quality, which variable has the dominant influence on customer loyalty of PT. Banyu Bening Komunika in Surabaya. Samples are customers of PT. Banyu Bening Komunika in Surabaya as many as 76 respondents were taken and the sampling method used was total sampling / census meaning that all 76 respondents were taken as samples. Identification of variables, namely the dependent variable (Y) customer satisfaction, and the independent variable (X) consisting of price, product and service quality. The data collection technique used a questionnaire using a Likert scale, and the analysis method used multiple linear regression analysis. The results of the study are as follows (1) price, sales promotion and service quality simultaneously influence customer loyalty at PT. Banyu Bening Komunika in Surabaya; (2) Price, sales promotion and service quality partially influence customer loyalty at PT. Banyu Bening Komunika in Surabaya; (3) Sales promotion has a dominant effect on customer loyalty at PT. Banyu Bening Komunika in Surabaya.

Key words: price, sales promotion, service quality, customer loyalty.