

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh promosi, kualitas layanan, loyalitas pelanggan dan kepuasan pelanggan. Obyek penelitian ini adalah Sakinah Supermarket Surabaya di Jl. Arief Rahman Hakim No.32 Surabaya, Jawa Timur. Jenis penelitian ini yang digunakan dalam penelitian adalah penelitian kausal komparatif. Sampel dalam penelitian ini adalah pelanggan Sakinah Supermarket Surabaya sebanyak 100 orang dengan menggunakan teknik purposive sampling. Teknik analisis dalam penelitian ini yaitu Analisis Path.

Hasil dalam penelitian ini dibuktikan bahwa Promosi dan Kualitas Layanan memiliki pengaruh signifikan terhadap Kepuasan pelanggan. Hasil dalam penelitian ini juga dibuktikan bahwa Promosi dan Kepuasan Pelanggan memiliki pengaruh signifikan terhadap Loyalitas Pelanggan sedangkan Kualitas Layanan tidak memiliki pengaruh signifikan terhadap Loyalitas Pelanggan. Pengaruh tidak langsung dibuktikan juga bahwa Promosi dan Kualitas layanan memiliki pengaruh signifikan terhadap loyalitas pelanggan dimediasi kepuasan pelanggan.

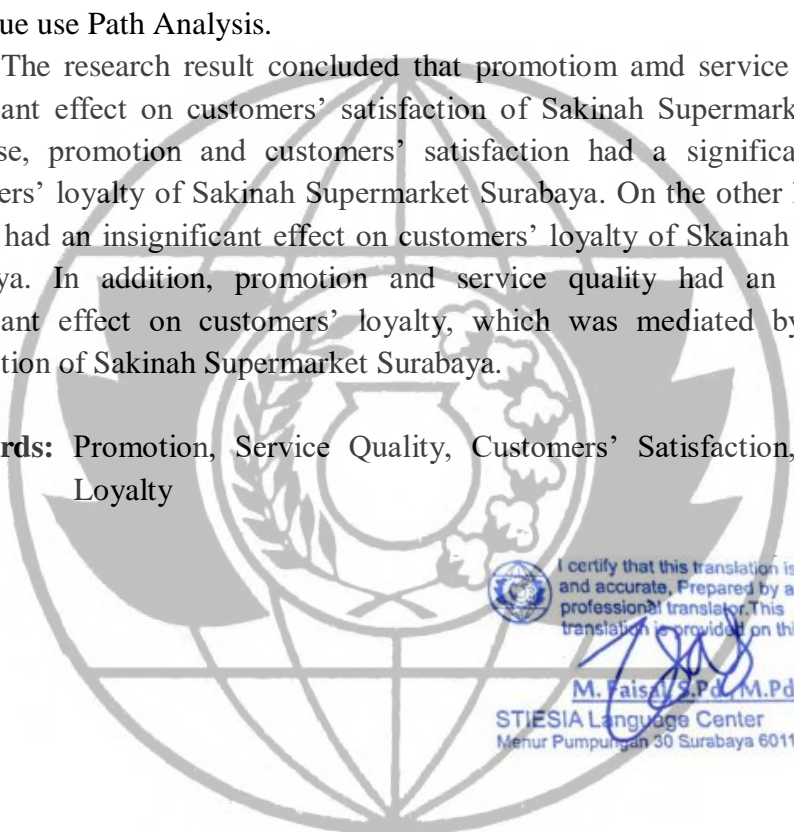
Kata Kunci: Promosi, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT


This research aimed to find out and analyze the effect of promotion and service quality on customers' loyalty which was mediated by customers' satisfaction of Sakinah Supermarket Surabaya. While the population was Sakinah Supermarket Surabaya which was located at Jl. Arief Rahman Hakim number 32, Surabaya, East Java. Moreover, the research was casual-comparative. Furthermore, the data collection technique used purposive sampling. In line with that, there were 100 customers as the sample. Additionally, the data analysis technique use Path Analysis.

The research result concluded that promotion and service quality have a significant effect on customers' satisfaction of Sakinah Supermarket Surabaya. Likewise, promotion and customers' satisfaction had a significant effect on customers' loyalty of Sakinah Supermarket Surabaya. On the other hand, service quality had an insignificant effect on customers' loyalty of Sakinah Supermarket Surabaya. In addition, promotion and service quality had an indirect and significant effect on customers' loyalty, which was mediated by customers' satisfaction of Sakinah Supermarket Surabaya.

Keywords: Promotion, Service Quality, Customers' Satisfaction, Customers' Loyalty



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