

## ABSTRAK

Jenis penelitian yang digunakan *casual-comparative research*. Penelitian ini bertujuan untuk mengetahui kualitas pelayanan dan promosi mempunyai pengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan konsumen shopeefood pada Mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya.

Populasi mahasiswa aktif Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya yang menjadi konsumen Shopeefood. Teknik penentuan sampel menggunakan *purposive sampling* dengan jumlah sampel 100 responden dengan menggunakan rumus *lemeshow*. Pengumpulan data menggunakan kuesioner dengan media *google form*. Teknik analisa yang digunakan adalah metode analisis jalur (*path analysis*).

Hasil pengujian menunjukkan bahwa kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan, promosi berpengaruh positif signifikan terhadap kepuasan pelanggan. Kualitas pelayanan terbukti berpengaruh positif signifikan terhadap loyalitas pelanggan, promosi berpengaruh positif signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan, kepuasan pelanggan memediasi pengaruh promosi terhadap loyalitas pelanggan.

**Kata Kunci :** *casual-comparative research, purposive sampling, media google form, path analysis*. Memediasi

## **ABSTRACT**

*This research used casual-comparative research. This research aimed to find out the service quality and promotion affected the customers' loyalty through customers' satisfaction of shopeefood customers' at students of School of Economics (STIESIA) Surabaya.*

*The research population was active students of the School of Economics Surabaya (STIESIA) as the customers' of shopeefood. The sample determination technique used purposive sampling with a sample of 100 respondents with the Lemeshow formula. The data collection questionnaire with google form media. Moreover, the analysis technique used the path analysis method.*

*The test result showed that service quality had a positive and significant effect on the customers' satisfaction, furthermore, the promotion had a positive and significant effect on the customers' satisfaction, meanwhile, customers' satisfaction had a positive and significant effect on the customers' loyalty. Moreover, the customers' satisfaction mediated the service quality effect on the customers' loyalty, and customers' satisfaction mediated promotion effect on the customers' satisfaction.*

**Keywords :** *casual-comparative research, purposive sampling, google form media, path analysis*

