

ABSTRAK

Perusahaan industri *food and beverage* merupakan perusahaan industri yang akan terus bertumbuh dan tidak akan pernah mati didunia bisnis. hal tersebut disebabkan karena industri *food and beverage* merupakan sebuah kebutuhan pokok bagi kita makhluk hidup. Kondisi tersebut dimanfaatkan untuk meningkatkan loyalitas pelanggan pada sebuah perusahaan.

Penelitian Ini bertujuan untuk menganalisis pengaruh Promosi, Kualitas Layanan dan *Word of Mouth* terhadap loyalitas pelanggan di Restoran Steak Industry Surabaya. Jenis penelitian ini merupakan penelitian kuantitatif. Teknik pengambilann sampel yang digunakan adalah *purposive sampling* dengan menggunakan kuesioner sebagai alat mengumpulkan data. 100 data responden di analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan aplikasi SPSS versi 26.

Berdasarkan hasil penelitian menunjukkan bahwa promosi berpengaruh positif dan tidak signifikan terhadap perusahaan artinya kenaikan atau penurunan promosi tidak menyebabkan pengaruh terhadap loyalitas pelanggan, sedangkan kualitas layanan dan *word of mouth* berpengaruh positif dan signifikan terhadap perusahaan artinya kenaikan atau penurunan kualitas layanan dan KRIP *word of mouth* memiliki pengaruh yang bermakna bagi loyalitas pelanggan di Restoran Steak Industry Surabaya. Variabel *word of mouth* merupakan variabel paling dominan terhadap loyalitas pelanggan.

Kata Kunci : Promosi, Kualitas Layanan, *Word Of Mouth* dan Loyalitas Pelanggan.

ABSTRACT

Food and beverage industrial companies are industrial companies that will continue to grow and will never die in the business world, since they are basic needs for living creatures. Therefore, the issue is used to increase customer loyalty to a company.

This research aimed to analyze the effect of promotion, service quality, and Word of Mouth (WoM) on the customers' loyalty to the Steak restaurant industry in Surabaya. The research was quantitative. Furthermore, the data collection technique used purposive sampling with a questionnaire as the instrument in the data collection technique. In line with that, there were 100 samples. Moreover, the data analysis technique used multiple linear regression with the SPSS 26.

The result showed that both promotion and service quality had a positive but insignificant effect on customers' loyalty. It meant that the fluctuation of promotion and service quality did not affect customers' loyalty. On the other hand, WoM had a positive and significant effect on customers' loyalty. In other words, the fluctuation of the WoM had a significant effect on the customers' loyalty. In short, Word of Mouth had a dominant effect on the customers' loyalty.

Keywords: *Promotion, Service Quality, Word of Mouth, Customers' Loyalty*

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