

ABSTRAK

**PENGARUH LOKASI, PELAYANAN DAN TINGKAT HARGA
TERHADAP LOYALITAS KONSUMEN
Studi Kasus : PT. MIROTA GODEAN**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh lokasi terhadap loyalitas konsumen; (2) pengaruh pelayanan terhadap loyalitas konsumen; (3) pengaruh tingkat harga terhadap loyalitas konsumen.

Penelitian ini merupakan studi kasus pada konsumen Mirota Godean. Sampel penelitian sebesar 100 responden, ditarik dengan teknik *accidental sampling*. Data dikumpulkan menggunakan kuesioner dan wawancara, dianalisis menggunakan statistik non parametrik (*Chi Square/Chi Kuadrat*).

Hasil penelitian menunjukkan bahwa: (1) tidak ada pengaruh lokasi dengan loyalitas konsumen (X^2 hitung = 2,401) ; (2) tidak ada pengaruh pelayanan terhadap loyalitas konsumen (X^2 hitung = 1,747); (3) tidak ada pengaruh tingkat harga terhadap loyalitas konsumen (X^2 hitung = 3,961).

ABSTRACT

**THE INFLUENCE OF PLACE, SERVICE AND THE PRICE RATE
TOWARDS LOYALTY OF CONSUMERS.**

A Case Study of PT. MIROTA GODEAN

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This study aims to determine: (1) the influence of place towards loyalty of consumers; (2) the influence of service towards the loyalty of consumers services; (3) the influence of the price rate towards the loyalty of the consumers.

This research is a case study on consumers of Mirota Godean. The samples were 100 respondents. The technique of drawing samples was *Accidental Sampling Techniques*. Data were collected by using questionnaires and interviews, and analyzed by using non-parametric statistics (Chi Square).

The results showed that: (1) the place doesn't influence the loyalty of the consumers (X^2 count = 2.401); (2) the service doesn't influence the loyalty of the consumers (X^2 count = 1.747); (3) the price rate doesn't influence the loyalty of the consumers (X^2 count = 3.961).