

ABSTRAK
PENGARUH KEPUASAN PADA PRODUK, HARGA, TEMPAT DAN
PROMOSI TERHADAP LOYALITAS KONSUMEN BOWL-LING FRUIT
BAR

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2017

Dalam penelitian ini, penulis bertujuan untuk mengetahui bagaimana pengaruh kepuasan pada produk, harga, tempat, dan promosi terhadap loyalitas konsumen Bowl-ling Fruit Bar. Pengambilan sampel penelitian ini dilakukan di outlet Bowl-ling Fruit Bar alamat Jl. Affandi No. 34, Condongcatur, Kec. Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta, yang disebarakan kepada 100 orang responden.

Pengambilan sampel menggunakan teknik *accidental sampling*. Teknik pengumpulan data dengan kuesioner. Analisis data menggunakan teknik analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa kepuasan konsumen pada produk, harga, tempat, dan promosi berpengaruh secara simultan dan parsial terhadap loyalitas konsumen Bowl-ling Fruit Bar.

Kata Kunci: Produk, Harga, Tempat, Promosi, dan Loyalitas Konsumen

ABSTRACT
THE EFFECT OF PRODUCT, PRICE, PLACE AND PROMOTION
SATISFACTION TO THE COSTOMER LOYALTY AT BOWL-LING FRUIT
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The study is aimed to determine the effect of product, price, place, and promotion satisfaction to the costomer loyalty at Bowl-ling Fruit Bar. The sampling was taken at the Bowl-ling Fruit Bar outlet street adres Affandi No. 34, Condongcatur, Depok district, Sleman district, Daerah Istimewa Yogyakarta, which is distributed into 100 respondents.

The sampling is using accidental sampling technique. The data collection techniques are using questionnaire method. The data analysis is using multiple linear regression analysis. The results of the study show that the customer satisfaction on product, price, place, and promotion give the simultaneous effect and partially affects costumer loyalty Bowl-ling Fruit Bar.

Keywords: Product, Price, Place, Promotion, and Consumer Loyalty

