

ABSTRAK

ANALISIS PENGARUH *MARKETING MIX* TERHADAP LOYALITAS KONSUMEN J.CO DONUTS AND COFFEE

Studi Kasus Pada Mahasiswa Fakultas Ekonomi

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2010

Penelitian ini bertujuan untuk mengetahui: (1) Marketing Mix yang meliputi variabel produk, harga, promosi, dan tempat/distribusi terhadap Loyalitas konsumen secara simultan; (2) pengaruh Marketing Mix terhadap Loyalitas konsumen secara parsial. Jenis penelitian ini adalah studi kasus. Teknik pengambilan sampel menggunakan teknik *simple random sampling*. Data dikumpulkan melalui kuesioner. Sampel sebanyak 100 orang yang merupakan mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta. Data yang diperoleh kemudian diolah dengan analisis regresi linier berganda, uji F dan uji t.

Berdasarkan analisis data yang telah dilakukan diperoleh hasil sebagai berikut: (1) Produk dan Tempat/distribusi secara parsial memiliki pengaruh yang signifikan terhadap Loyalitas konsumen. (2) Produk, Harga, Promosi, dan Tempat/distribusi secara simultan memiliki pengaruh signifikan terhadap Loyalitas konsumen.

ABSTRACT

AN ANALYSIS ON THE INFLUENCE OF THE MARKETING MIX ON CUSTOMER LOYALTY OF J.CO DONUTS AND COFEE

A case of study on Economics Faculty students of Sanata Dharma University,
Yogyakarta

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The aims of the research were to examine: (1) the effect simultaneous of Marketing mix variables on Customer loyalty and (2) the partial effect of Marketing mix variables on Customer loyalty. This research was a case of study. Sample technique was *purposive sampling*. Data were collected by distributing questionnaires.

The research sample consisted of 100 respondents were of the Economic Faculty, Sanata Dharma University, Yogyakarta. The research variables were Marketing mix and the Loyalty of customers. Data analysis technique were multiple linear regression and simple linear regression. Based on the analysis, the results were as follows : (1) Partially, product and place influenced Customer loyalty (2) Simultaneously, variables of product, price, promotion and place influenced Customer loyalty.