

## ABSTRAK

### PENGARUH LOKASI, PELAYANAN, DAN HARGA TERHADAP LOYALITAS KONSUMEN Studi Kasus at Hypermart Madiun

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh lokasi terhadap loyalitas konsumen; (2) Pengaruh pelayanan terhadap loyalitas konsumen; (3) Pengaruh harga terhadap loyalitas konsumen; (4) Pengaruh lokasi, pelayanan, dan harga terhadap loyalitas konsumen.

Penelitian ini merupakan studi kasus pada konsumen Hypermart Madiun. Sample penelitian sebesar 333 responden, ditarik dengan teknik *Insidental Sampling*. Data dikumpulkan menggunakan kuesioner, dianalisis dengan menggunakan regresi sederhana dan regresi berganda.

Hasil penelitian menunjukkan bahwa: (1) Ada pengaruh positif dan signifikan antara lokasi terhadap loyalitas konsumen Hypermart Madiun (nilai regresi sederhana = 5,648 > 1,960 dan  $\rho < 0,05$ ) ; (2) Ada pengaruh positif dan signifikan antara pelayanan terhadap loyalitas konsumen Hypermart Madiun (nilai regresi sederhana = 6,751 > 1,960 dan  $\rho < 0,05$ ) ; (3) Ada pengaruh positif dan signifikan antara harga terhadap loyalitas konsumen Hypermart Madiun (nilai regresi sederhana = 6,506 > 1,960 dan  $\rho < 0,05$ ) ; (4) Ada pengaruh positif dan signifikan antara lokasi, pelayanan, dan harga terhadap loyalitas konsumen Hypermart Madiun (nilai regresi berganda = 31,059 > 2,62 dan  $\rho < 0,05$ ).

## **ABSTRACT**

### **THE INFLUENCE OF LOCATION, SERVICES, AND PRICES ON CONSUMER LOYALTY A Case Study at Hypermart Madiun**

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This study aimed to determine: (1) The influence of location on consumer loyalty, (2) The influence of services to customer loyalty, (3) The influence of prices on consumer loyalty, (4) The influence of location, services, and prices simultanesly on consumer loyalty.

This research is a case study on consumers of Hypermart Madiun. Research samples were 333 respondents, which were drawn with Incidental Sampling technique. Data were collected using a questionnaire and were analyzed using simple regression and multiple regression.

The research results showed that: (1) There were positive and significant influence of the location towards customer loyalty of Hypermart Madiun (simple regression value = 5.648 > 1.960 and  $\rho < 0.05$ ), (2) There were positive and significant influence of the services towards consumer loyalty of Hypermart Madiun (simple regression value = 6.751 > 1.960 and  $\rho < 0.05$ ), (3) There were positive and significant influence of the prices towards consumer loyalty of Hypermart Madiun (simple regression value = 6.506 > 1.960 and  $\rho < 0.05$ ), (4) There were positive and significant influence of location, services, and prices simultanesly consumer loyalty of Hypermart Madiun (multiple regression value = 31.059 > 2.62 and  $\rho < 0.05$ ).