

ABSTRAK**PENGARUH KUALITAS LAYANAN, HARGA DAN PROMOSI
TERHADAP LOYALITAS KONSUMEN**

(Studi kasus di Warkop Hippies)

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, harga dan promosi berpengaruh terhadap loyalitas konsumen. Studi kasus di Warkop Hippies. Populasi dalam penelitian ini adalah konsumen Warkop Hippies dengan jumlah sampel 100 responden, dengan ketentuan pengambilan sampel minimal sudah 2 kali berkunjung di Warkop Hippies dan memiliki umur minimal 17 tahun. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan teknik analisis linier berganda. Hasil penelitian menunjukkan bahwa kualitas layanan, harga dan promosi secara bersama-sama berpengaruh terhadap loyalitas konsumen, dan secara parsial variabel kualitas layanan tidak berpengaruh terhadap loyalitas konsumen, sedangkan variabel harga dan promosi secara parsial berpengaruh terhadap loyalitas konsumen. Variabel loyalitas konsumen sebesar 11,5% dipengaruhi oleh variabel kualitas layanan, harga dan promosi.

Kata Kunci : Kualitas Layanan, Harga, Promosi dan Loyalitas Konsumen

ABSTRACT

THE EFFECT OF SERVICE QUALITY, PRICE AND PROMOTION
ON CONSUMER LOYALTY
(A Case study on Warkop Hippies)

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This Study aims to determine the effect of service quality, price and promotion on consumer loyalty. The reseach was conducted on Warkop Hippies. The population in this research was Warkop Hippies consumers, the sampling consisted of 100 consumers who had been visited Warkop Hippies at least twice and at least 17years old. Sampling technique employed was purposive sampling. Data were collected using questionnaires. Data were analyzed using multiple linier regression. The result showed that quality of service, price and promotion simultaneously affect consumer loyalty. Service quality does not effect consumer loyalty, while the price and promotion variable partially affect consumer loyalty. Variance of consumer loyalty was 11,5% influenced by service quality, price and promotion.

Keywords : Service Quality, Price, Promotion and Comsumer Loyalty