

ABSTRAK

PENGARUH SOCIAL MEDIA MARKETING, STORE ATMOSPHERE DAN DISCOUNT TERHADAP LOYALITAS PELANGGAN GRIYO DAHAR MBAK SEKAR

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Penelitian ini memiliki tujuan untuk mengetahui: (1) pengaruh *social media marketing*, *store atmosphere*, dan *discount* secara simultan terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar, (2) pengaruh *social media marketing* secara parsial terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar, (3) pengaruh *store atmosphere* secara parsial terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar, (4) pengaruh *discount* secara parsial terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar. Data pada penelitian ini diperoleh melalui kuesioner yang dibagikan kepada 100 pelanggan Griyo Dahar Mbak Sekar. Teknik analisis data pada penelitian ini adalah analisis deskriptif, regresi linier berganda, dan koefisien determinasi dengan menggunakan aplikasi IBM SPSS Statistics 20. Hasil penelitian ini menunjukkan bahwa: (1) *social media marketing*, *store atmosphere*, dan *discount* secara simultan berpengaruh terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar, (2) *social media marketing* secara parsial berpengaruh terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar, (3) *store atmosphere* secara parsial berpengaruh terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar, (4) *discount* secara parsial berpengaruh terhadap loyalitas pelanggan Griyo Dahar Mbak Sekar.

Kata kunci: *Social media marketing*, *store atmosphere*, *discount*, loyalitas pelanggan

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING, STORE ATMOSPHERE AND DISCOUNT ON CUSTOMER LOYALTY OF GRIYO DAHAR MBAK SEKAR

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This study aims to determine: (1) the simultaneous influence of social media marketing, store atmosphere, and discount on customer loyalty of Griyo Dahar Mbak Sekar, (2) the partial influence of social media marketing on customer loyalty of Griyo Dahar Mbak Sekar, (3) the partial influence of store atmosphere on customer loyalty of Griyo Dahar Mbak Sekar, (4) the partial influence of discount on customer loyalty of Griyo Dahar Mbak Sekar. The data in this study were obtained through questionnaire distributed to 100 customers of Griyo Dahar Mbak Sekar. The data analysis techniques in this study are descriptive analysis, multiple linear regression, and coefficient of determination using the IBM SPSS Statistics 20 application. The results of this study indicate that: (1) social media marketing, store atmosphere, and discount simultaneously influence customer loyalty of Griyo Dahar Mbak Sekar, (2) social media marketing partially influences customer loyalty of Griyo Dahar Mbak Sekar, (3) store atmosphere partially influences customer loyalty of Griyo Dahar Mbak Sekar, (4) discount partially influences customer loyalty of Griyo Dahar Mbak Sekar.

Keywords: Social media marketing, store atmosphere, discount, customer loyalty