

ABSTRAK

PENGARUH LOKASI, PELAYANAN DAN TINGKAT HARGA TERHADAP LOYALITAS KONSUMEN

Studi kasus pada Konsumen Tamara Griya Belanja
Di Jl.Colombo 26 Samirono,Yogyakarta

Martina Imas Sri Mulyasih
Universitas Sanata Dharma
Yogyakarta
2008

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

Penelitian ini dilaksanakan pada Konsumen Tamara Griya Belanja di Jl.Colombo 26, Samirono, Yogyakarta pada bulan Agustus-September 2007. Populasi dalam penelitian ini adalah seluruh konsumen Tamara Griya Belanja (tak terbatas). Jumlah sampel adalah sebanyak 150 orang. Pengambilan sampel menggunakan *purposive sampling*. Teknik pengumpulan data dilakukan dengan kuesioner. Teknik analisis data menggunakan model persamaan regresi linear sederhana dan regresi linear ganda.

Hasil penelitian menunjukkan: (1) ada pengaruh yang sangat rendah lokasi terhadap loyalitas konsumen ($r = -0,168$; $? = 0,039 < a = 0,050$); (2) tidak ada pengaruh pelayanan terhadap loyalitas konsumen ($r = -0,056$; $? = 0,495 > a = 0,050$); (3) tidak ada pengaruh tingkat harga terhadap loyalitas konsumen ($r = -0,010$; $? = 0,907 > a = 0,050$); dan (4) tidak ada pengaruh lokasi, pelayanan, dan tingkat harga terhadap loyalitas konsumen ($R = 0,173$; $? = 0,218 > a = 0,050$).

ABSTRACT

THE EFFECT OF LOCATION, SERVICE AND PRICE RATE TOWARD CONSUMER'S LOYALTY

A case study on “**Tamara Griya Belanja**”
At 26 Jl.Colombo, Samirono, Yogyakarta

Martina Imas Sri Mulyasih
Sanata Dharma University
Yogyakarta
2008

The aims of this research are to know the effect of : (1) the location toward consumer's loyalty; (2) service toward consumer's loyalty; (3) price rate toward consumer's loyalty; (4) the location, service and price rate towards consumer's loyalty.

This research was carried out on consumer's of Tamara Griya Belanja, at 26 Jl.Colombo, Samirono, Yogyakarta, from August to September 2007. The population of the research was consumers of Tamara Griya Belanja (unlimited population). The samples were 150 people. The samples taken by *purposive sampling* technique. The technique of collecting the data was questionnaire. The techniques of analyzing the data were simple linear regression equation model and multiple linear regression equation model.

The result of the research shows that : (1) location influences the consumer's loyalty ($r = -0,168$; $? = 0,039 < a = 0,050$); (2) service doesn't influence the consumer's loyalty ($r = -0,056$; $? = 0,495 > a = 0,050$); (3) price rate doesn't influence the consumer's loyalty ($r = -0,010$; $? = 0,907 > a = 0,050$); (4) the location, service and price rate doesn't influence the consumer's loyalty ($R= 0,173$; $?= 0,218 > a = 0,050$).