

ABSTRACT

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THE IMPACT OF SALES PROMOTION ON CUSTOMER LOYALTY AT PT. ARVIN INTI JAYA MEDAN

(xiv + 64 pages; 3 figures; 31 tables; 4 appendixes)

Sales promotion has become a vital tool for marketing. The writer does observation in PT. Arvin Inti Jaya Medan and the company is having a problem which the customers are not loyal to the company. The problems formulation are “Does sales promotion have impact on customer loyalty at PT. Arvin Inti Jaya Medan?” and “How strong is the impact of sales promotion on customer loyalty at PT. Arvin Inti Jaya Medan?” The objectives of this *skripsi* are to analyse whether sales promotion has relationship on customer loyalty at PT. Arvin Inti Jaya Medan and to determine how strong the impact of sales promotion on customer loyalty at PT. Arvin Inti Jaya Medan.

To support the research done by the writer, writer took several researches that were done by other writers and the result of both researches is there is a strong relationship between sales promotion and customer loyalty.

Research method used in this *skripsi* is quantitative descriptive method, which is a method that shows the relation between the two variables and the writer uses questionnaire as the data collection method. The population that the writer used is the customers of PT. Arvin Inti Jaya Medan in 2017 that are 80 customers. The writer uses Arikunto sampling theory. The sample size is 80. The writer uses census sampling technique which the writer takes all population as sample. In analyzing the data, the writer used some methods such as validity test, reliability test, normality test, statistics, linearity test, correlation test, determination test, linear regression test, and hypothesis test.

According to the result's calculation data through the answers of the respondents, the writer got the result of 0.615 which means sales promotion has strong relationship with customer loyalty at PT. Arvin Inti Jaya Medan. From the calculation of hypothesis test, $z_{\text{count}} = 5.6$. The $z_{\text{count}} > z_{\text{table}}$ ($5.6 > 1.96$), This means the Null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. Sales promotion has impact on customer loyalty at PT. Arvin Inti Jaya Medan.

Based on the data analysis, it can be concluded that the sales promotion has relationship on customer loyalty at PT. Arvin Inti Jaya Medan and sales promotion has a strong impact on customer loyalty at PT. Arvin Inti Jaya Medan.

Keywords : Sales Promotion, Customer Loyalty, PT. Arvin Inti Jaya Medan

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