

ABSTRACT

VINCENT
030111200085

THE INFLUENCE OF CUSTOMER TRUST, CUSTOMER SATISFACTION AND SALES PROMOTION ON CUSTOMER LOYALTY AT PT PIRO WALET, MEDAN

(xiv, 71 pages; 11 figures; 36 tables; 7 appendixes)

PT Piro Walet, Medan experienced a decline in customers' loyalty that can be seen from the number of customers. This was suspected due to customer trust, customer satisfaction and sales promotion. The aim of this research is to investigate whether customer trust, customer satisfaction and sales promotion have positive influence on customer loyalty.

In this research, the writer used quantitative research design and IBM SPSS statistics V. 27. The writer used descriptive and causal approach. The sampling technique used was simple random sampling. The population size was 136 customers and 102 respondents for sample.

The results of hypothesis test showed that customer trust, customer satisfaction and sales promotion have positive influence on customer loyalty at either partial or simultaneous. Furthermore, customer trust, customer satisfaction and sales promotion have 42,9% influence on customer loyalty. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, and multiple linear regression test.

Recommendations for PT Piro Walet, Medan include also need to provide punishment if company get reports from customers related to complaints of unsatisfactory service performance and should provide product samples so that customers can know the product quality and the shortcomings of the product.

Keywords: Customer Trust, Customer Satisfaction, Sales Promotion, Customer Loyalty
References: 33 (2019-2024)

ABSTRAK

VINCENT

030111200085

PENGARUH KEPERCAYAAN PELANGGAN, KEPUASAN PELANGGAN DAN PROMOSI PENJUALAN TERHADAP LOYALITAS PELANGGAN DI PT PIRO WALET, MEDAN

(xiv, 71 Halaman; 11 Gambar; 36 Tabel; 7 Lampiran)

PT Piro Walet, Medan mengalami penurunan loyalitas pelanggan yang terlihat dari banyaknya pelanggan hal ini diduga karena kepercayaan pelanggan, kepuasan pelanggan dan promosi penjualan. Tujuan dari penelitian ini adalah untuk mengetahui apakah kepercayaan pelanggan, kepuasan pelanggan dan promosi penjualan berpengaruh positif terhadap loyalitas pelanggan.

Dalam penelitian ini, penulis menggunakan quantitative research design dan IBM SPSS statistics V. 27. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah simple random sampling. Ukuran populasi adalah 136 pelanggan dan 102 responden untuk sampel.

Hasil uji hipotesis menunjukkan bahwa kepercayaan pelanggan, kepuasan pelanggan dan promosi penjualan berpengaruh positif terhadap loyalitas pelanggan baik secara parsial maupun simultan. Selanjutnya, kepercayaan pelanggan, kepuasan pelanggan, dan promosi penjualan berpengaruh 42,9% terhadap loyalitas pelanggan. Penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, regresi linier berganda.

Rekomendasi PT Piro Walet, Medan antara lain perlu juga memberikan hukuman jika perusahaan mendapatkan laporan dari pelanggan terkait keluhan kinerja pelayanan yang tidak memuaskan dan harus memberikan contoh produk agar pelanggan dapat mengetahui kualitas produk dan kekurangan produk tersebut.

Kata Kunci: Kepercayaan Pelanggan, Kepuasan Pelanggan, Promosi Penjualan, Loyalitas Pelanggan

Referensi: 33 (2019-2024)