# ABSTRAK

Strategi bersaing menjadi fenomena yang menarik untuk di bicarakan setiap pembisnis karena strategi tersebut merupakan kunci kesuksesan pembisnis. Setiap pembisnis yang mempunyai usaha sendiri sekarang dituntut untuk bagaimana caranya menghadapi persaingan persaingan yang ada di pasar dan apa yang menjadi keinginan konsumen.UD Delta Tehnik perlu selalu berusaha bagaimana untuk terus meningkatkan distribusi, promosi, kualitas produk, inovasi produk, harga, kualitas servis dan kepuasan konsumen terhadap loyalitas pelanggan. Adapun tujuan dari penelitian ini adalah untuk mengetahui & menganalisa pengaruh distribusi terhadap kepuasan pelanggan, promosi terhadap kepuasan pelanggan, kualitas produk terhadap kepuasan pelanggan, inovasi produk terhadap kepuasan pelanggan, harga terhadap kepuasan pelanggan, kualitas servis terhadap kepuasan pelanggan, dan kepuasan pelanggan terhadap loyalitas pelanggan pada toko UD Delta Tehnik di Surabaya. Adapun *Customer Loyalty* dipengaruhi oleh *Customer Satisfaction* yang terdiri dari *Distribution, Promotion, Product Quality, Product Innovation, Price, Service Quality.*

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis Structural Equation Model (SEM) dan software AMOS 20.0. Pengumpulan data dalam penelitian ini dilakukan dengan menyebarkan kuesioner kepada 160 responden, dengan karateristik bahwa responden adalah pelanggan dari UD Delta Tehnik berusia 18 - 60 tahun, membeli produk UD Delta Tehnik minimal lima kali dalam kurun waktu 2 tahun terakhir.

Hasil penelitian menunjukkan bahwa variabel *Customer Satisfaction* berpengaruh terhadap variabel *Customer Loyalty* dengan koefisien regresi sebesar 0.547, variabel *Service Quality* berpengaruh terhadap *Customer Satisfaction* mempunyai koefisien regresi sebesar 0,547, variabel *Product Quality* berpengaruh terhadap *Customer Satisfaction* mempunyai koefisien regresi sebesar 0.323, variabel *Promotion* berpengaruh terhadap *Customer Satisfaction* mempunyai koefisien regresi sebesar 0.278, antara variabel *Product Inovation* berpengaruh terhadap *Customer Satisfaction* mempunyai koefisien regresi sebesar 0.238, variabel *Distribution* berpengaruh terhadap *Customer Satisfaction* mempunyai koefisien regresi sebesar 0.220,variabel *Price* berpengaruh terhadap *Customer Satisfaction* mempunyai koefisien regresi sebesar 0.209

**Kunci:*Distribution, Promotion, Product Quality, Product Innovation, Price, Service Quality, Customer Satisfaction,Customer Loyalty,*UD Delta Technic**

# ABSTRACT

Competitive strategy becomes a interesting phenomenon to be discussed with every businessman because a strategy is the key to success businessman. Now every businessman who has his own business required for how to deal with competitions in the market and what your customer desire.UD Delta Technic always need trying how to improve the distribution, promotion, product quality, product innovation, price, quality of service and customer satisfaction with customer loyalty. The purpose of this study was to determine and analyze the effect of the distribution to customer satisfaction, promotion to customer satisfaction, product quality to customer satisfaction, product innovation to customer satisfaction, the price to customer satisfaction, service quality to customer satisfaction, and customer satisfaction on customer loyalty in the store UD Delta Technic in Surabaya. Customer loyalty is affected by customer satisfaction which consist of Distribution, Promotion, Product Quality, Product Innovation, Price, Service Quality.

This study use a quantitative approach with analysis techniques Structural Equation Model (SEM) and AMOS software 20.0. Data collecting in this study conducted by distribute questionnaires to 160 respondents, with characteristics that respondents are customers of UD Delta Technics age range 18-60 years, buy products at UD Delta Technic at least five times in the last 2 years.

The results showed that the variables Customer Satisfaction influenced the Customer Loyalty with a regression coefficient of 0,547, variable Service Quality influence on Customer Satisfaction has a regression coefficient of 0.547, variable Product Quality influence on Customer Satisfaction has a regression coefficient of 0323, variable Promotion effect on Customer Satisfaction has a regression coefficient of 0.278, among the variables affect the Product Innovation Customer Satisfaction has a regression coefficient of 0.238, Distribution variables affect the Customer Satisfaction has a regression coefficient of 0.220, Price variables affect the Customer Satisfaction has a regression coefficient of 0.209

**Keywords:** *Distribution, Promotion, Product Quality, Product Innovation, Price, Service Quality, Customer Satisfaction, Customer Loyalty,* **UD Delta Technic**