

## ABSTRAK

Skripsi berjudul “Pengaruh Promosi, Harga Dan Citra Merek Terhadap Loyalitas Pelanggan Pada Toko Mrs. Sheshop Tulungagung,” ditulis oleh Endar Dwi Rahayu, NIM. 12405183126, Prodi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN SATU Tulungagung, dibimbing oleh Dr. Rokhmat Subagiyo, S. E., M.E.I.

Persaingan antar bisnis semakin ketat saat ini. Oleh karena itu, para pelaku bisnis harus mengatur manajemen pemasarannya tepat. Demi dapat mempertahankan dan meningkatkan usahanya tetap berjalan dengan baik maka dengan bersaing dengan bisnis lainnya perlu melakukan strategi yang tepat yang dapat digunakan untuk mengembangkan bisnisnya.

Rumusan masalah dalam penelitian ini adalah 1). Apakah promosi berpengaruh signifikan terhadap loyalitas pelanggan pada toko MRS. Sheshop Tulungagung?, 2) Apakah harga berpengaruh signifikan terhadap loyalitas pelanggan pada toko MRS. Sheshop Tulungagung?, 3) Apakah citra merek berpengaruh signifikan terhadap loyalitas pelanggan pada toko MRS. Sheshop Tulungagung?. 4) promosi, harga dan citra merek secara simultan berpengaruh terhadap loyalitas pelanggan pada toko MRS. Sheshop Tulungagung?

Jenis dalam penelitian ini adalah kuantitatif dengan pendekatan asosiatif dengan tujuan untuk mengetahui suatu hubungan diantara dua variabel/lebih. Sedangkan sampel yang diambil sebanyak kurang lebih 100-200 pelanggan. Teknik analisis data menggunakan *Cronbach's Alpha*, Uji Asumsi Klasik dan Analisis Regresi Linier Berganda menggunakan uji T dan uji F.

Hasil penelitian ini, yaitu 1) Ada Pengaruh Promosi terhadap Loyalitas pelanggan, dibuktikan dengan penghitungan uji *T Parsial* berdasarkan t hitung dan t tabel dengan nilai  $3,324 > 1,292$  maka dinyatakan diterima. 2) Ada Pengaruh Harga terhadap Loyalitas pelanggan, dibuktikan dengan uji *T Parsial* berdasarkan t hitung dan t tabel dengan nilai  $3,651 > 1,292$  maka dinyatakan diterima. 3) Ada Pengaruh Citra merk terhadap Loyalitas pelanggan, dibuktikan dengan penghitungan uji *T Parsial* berdasarkan t hitung dan t tabel, dengan hasil nilai  $3,241 > 1,292$  maka dinyatakan diterima. 4) Ada Pengaruh yang signifikan antara variabel promosi, harga, dan Citra merk berpengaruh terhadap variabel loyalitas pelanggan Pada toko MRS. Sheshop Tulungagung, dibuktikan dengan perhitungan f simultan  $sig. < 0,05$  maka variabel X berpengaruh terhadap Y. Maka dapat diketahui  $0,001 < 0,05$  sehingga dari perbandingan pada uji signifikansi dapat dinyatakan hipotesa diterima.

**Kata Kunci: Loyalitas Pelanggan, Promosi, Harga dan Citra Merk.**

## **ABSTRACT**

*The title thesis is "The Influence of Promotion, Price and Brand Image on Customer Loyalty at Mrs. Store. Sheshop Tulungagung," written by Endar Dwi Rahayu, NIM. 12405183126, Department of Sharia Business Management, Faculty of Islamic Economics and Business, UIN SATU Tulungagung, supervised by Dr. Rokhmat Subagiyo, S.E., M.E.I.*

*Competition between businesses is getting tougher nowadays. Therefore, business people must manage their marketing management appropriately. In order to maintain and improve their business and keep it running well, by competing with other businesses, it is necessary to carry out the right strategy that can be used to develop its business.*

*The formulation of the problem in this study are 1). Does promotion have a significant effect on customer loyalty at the MRS store. Sheshop Tulungagung?, 2) Does price have a significant effect on customer loyalty at the MRS store? Sheshop Tulungagung?, 3) Does brand image have a significant effect on customer loyalty at MRS stores. Sheshop Tulungagung?. 4) promotion, price and brand image simultaneously affect customer loyalty at the MRS store. Tulungagung shop?*

*The type in this research is quantitative with an associative approach with the aim of knowing a relationship between two or more variables. While the samples taken were approximately 100-200 customers. Data analysis techniques used Cronbach's Alpha, Classical Assumption Test and Multiple Linear Regression Analysis using T test and F test.*

*The results of this study, namely 1) There is an effect of promotion on customer loyalty, as evidenced by the partial t test calculation based on t count and t table with a value of  $3,324 > 1,292$ , it is declared accepted. 2) There is an effect of price on customer loyalty, as evidenced by the partial t test based on t count and t table with a value of  $3.651 > 1.292$ , it is declared accepted. 3) There is an influence of brand image on customer loyalty, as evidenced by the partial t test calculation based on t count and t table, with the result value of  $3.241 > 1.292$ , it is declared accepted. 4) There is a significant influence between the variables of promotion, price, and brand image have an effect on the variable of customer loyalty at the MRS store. Sheshop Tulungagung, as evidenced by the simultaneous calculation of f sig.  $< 0.05$  then the X variable affects Y. Then it can be seen  $0.001 < 0.05$  so that from the comparison on the significance test it can be stated that the hypothesis is accepted.*

**Keywords: Customer Loyalty, Promotion, Price and Brand Image.**