

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Kelengkapan Produk, dan Pelayanan Terhadap Loyalitas Pelanggan di Bravo Tulungagung” ini ditulis oleh Fa’iz Kurniadi, NIM. 126405212091, dengan pembimbing Fitrianiatsany, S.Sos, M.A.

Kata Kunci: Harga, Kelengkapan Produk, Pelayanan, Loyalitas Pelanggan.

Penelitian ini dilatarbelakangi oleh meningkatnya persaingan dalam industri ritel, khususnya di Kabupaten Tulungagung, di mana Bravo Supermarket menjadi salah satu pusat perbelanjaan terbesar dan paling diminati masyarakat. Bravo dikenal karena harga yang kompetitif, produk yang lengkap, serta pelayanan yang cukup baik. Namun, dalam menghadapi persaingan ketat dari swalayan lain seperti Golden dan Afa Ada, Bravo perlu terus meningkatkan kualitas dalam berbagai aspek agar dapat mempertahankan loyalitas pelanggannya. Loyalitas pelanggan menjadi penting karena dapat menunjang keberlangsungan bisnis jangka panjang melalui pembelian ulang dan promosi dari mulut ke mulut.

Penelitian ini bertujuan untuk menguji pengaruh harga, kelengkapan produk, dan pelayanan terhadap loyalitas pelanggan di Supermarket Bravo Tulungagung. Sebagai dasar teori, penelitian ini menggunakan teori bauran pemasaran dan loyalitas pelanggan untuk menganalisis hubungan antara variabel-variabel tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang merupakan pelanggan Bravo. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan pendekatan insidental sampling. Analisis data dilakukan dengan bantuan SPSS 20, meliputi uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji t, uji F, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa: (1) Harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Supermarket Bravo Tulungagung. (2) Kelengkapan produk juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (3) Pelayanan memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. (4) Harga, kelengkapan produk, dan pelayanan secara simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Berdasarkan hasil tersebut, dapat disimpulkan bahwa kombinasi dari ketiga variabel tersebut menjadi faktor penting dalam membentuk dan mempertahankan loyalitas pelanggan di Bravo Supermarket. Temuan ini dapat menjadi landasan bagi Bravo untuk mengembangkan strategi pemasaran dan pelayanan yang lebih efektif guna meningkatkan kepuasan dan kesetiaan pelanggan.

ABSTRACT

This thesis, titled “The Influence of Price, Product Completeness, and Service on Customer Loyalty at Bravo Tulungagung,” was written by Fa’iz Kurniadi, Student ID 126405212091, under the supervision of Fitriyanatsany, S.Sos, M.A

Keywords: Price, Product Completeness, Service, Customer Loyalty.

This research is motivated by the increasing competition in the retail industry, particularly in Tulungagung Regency, where Bravo Supermarket stands out as one of the largest and most popular shopping centers among the local community. Bravo is known for its competitive pricing, wide range of products, and fairly good service. However, in the face of intense competition from other supermarkets such as Golden and Afa Ada, Bravo must continue to improve its quality in various aspects to maintain customer loyalty. Customer loyalty is essential as it supports long-term business sustainability through repeat purchases and word-of-mouth promotion.

This study aims to examine the influence of price, product completeness, and service on customer loyalty at Bravo Supermarket Tulungagung. As its theoretical foundation, the study uses marketing mix theory and customer loyalty theory to analyze the relationship between these variables. The research adopts a quantitative approach with an associative research type. Data were collected through the distribution of questionnaires to 100 respondents who are Bravo customers. The sampling technique used was non-probability sampling with an incidental sampling approach. Data analysis was conducted using SPSS 20, including validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination.

The results of the study show that: (1) Price has a positive and significant effect on customer loyalty at Bravo Supermarket Tulungagung. (2) Product completeness also has a positive and significant effect on customer loyalty. (3) Service has a positive and significant effect on customer loyalty. (4) Price, product completeness, and service simultaneously have a positive and significant effect on customer loyalty. Based on these findings, it can be concluded that the combination of these three variables is a crucial factor in building and maintaining customer loyalty at Bravo Supermarket. These findings can serve as a foundation for Bravo to develop more effective marketing and service strategies to enhance customer satisfaction and loyalty.