

## ABSTRAK

### **Pengaruh Harga Dan Promosi Terhadap Loyalitas Pelanggan Indomaret Di Cijambe Bandung**

Beberapa pelanggan Indomaret di Cijambe Bandung cenderung membandingkan harga di satu minimarket dengan minimarket lainnya apalagi jikalau letak dari minimarket saling berdekatan. Harga barang di minimarket merupakan harga tetap yang tidak dapat ditawar lagi oleh pelanggan. Pelanggan cenderung melihat promosi barang berupa potongan harga atau diskon harga serta promosi lainnya seperti paket *bundling* apabila hendak melakukan pembelian. Penelitian ini dilakukan bertujuan untuk mendeskripsikan, dan menganalisis harga, promosi dan loyalitas pelanggan, serta mengukur pengaruh harga dan promosi terhadap loyalitas pelanggan di Indomaret Cijambe Bandung. Metode yang digunakan dalam penelitian ini adalah metode analisis deskriptif dan verifikatif. Populasi dalam penelitian ini adalah pelanggan Indomaret Cijambe Bandung. Jumlah sampel dalam penelitian ini sebanyak 99 responden. Metode analisis yang digunakan dalam penelitian ini adalah analisis linier berganda. Berdasarkan hasil penelitian secara parsial harga berpengaruh secara positif dan signifikan terhadap loyalitas pelanggan, dan promosi berpengaruh secara positif dan signifikan terhadap loyalitas pelanggan. Secara simultan harga dan promosi berpengaruh secara positif dan signifikan terhadap loyalitas pelanggan Indomaret di Cijambe Bandung.

Kata Kunci: Harga, Promosi, Loyalitas Pelanggan

## **ABSTRACT**

### ***The Influence of Price and Promotion on Indomaret Customer Loyalty in Cijambe Bandung***

*Some Indomaret customers in Cijambe Bandung tend to compare prices at one minimarket with other minimarkets, especially if the minimarkets are located close to each other. The price of goods in the mini market is a fixed price that customers cannot negotiate. Customers tend to see product promotions in the form of price discounts and other promotions such as bundling packages when they want to make a purchase. This research was conducted with the aim of describing and analyzing prices, promotions and customer loyalty, as well as measuring the effect of prices and promotions on customer loyalty at Indomaret Cijambe Bandung. The method used in this research is descriptive and verification analysis method. The population in this study are Indomaret Cijambe customers. The number of samples in this study were 99 respondents. The analytical method used in this study is multiple linear analysis. Based on the results of the partial research, price has a positive and significant effect on customer loyalty, and promotion has a positive and significant effect on customer loyalty. Simultaneously price and promotion have a positive and significant effect on Indomaret customer loyalty in Cijambe Bandung.*

*Keywords: Price, Promotion, Customer Loyalty*