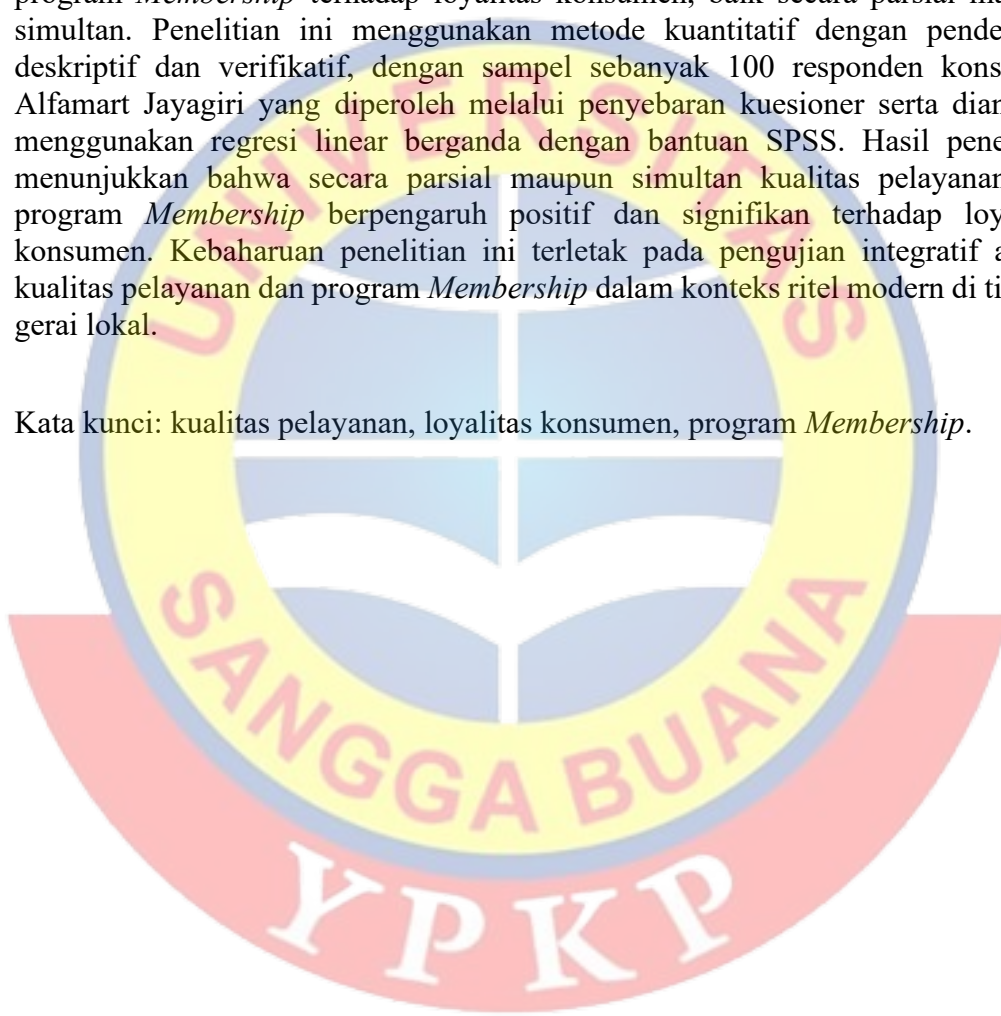


ABSTRAK

Penelitian ini dilatarbelakangi oleh menurunnya tingkat penjualan pada Alfamart Jayagiri di tengah persaingan bisnis ritel modern yang semakin kompetitif, sehingga diperlukan upaya untuk mempertahankan loyalitas konsumen melalui peningkatan kualitas pelayanan dan optimalisasi program *Membership*. Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas pelayanan dan program *Membership* terhadap loyalitas konsumen, baik secara parsial maupun simultan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif, dengan sampel sebanyak 100 responden konsumen Alfamart Jayagiri yang diperoleh melalui penyebaran kuesioner serta dianalisis menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan kualitas pelayanan dan program *Membership* berpengaruh positif dan signifikan terhadap loyalitas konsumen. Kebaharuan penelitian ini terletak pada pengujian integratif antara kualitas pelayanan dan program *Membership* dalam konteks ritel modern di tingkat gerai lokal.

Kata kunci: kualitas pelayanan, loyalitas konsumen, program *Membership*.



ABSTRACT

This study is motivated by the decline in sales at Alfamart Jayagiri amid increasingly intense competition in the modern retail industry, indicating the need for strategies to enhance customer loyalty through improved service quality and optimized Membership programs. The purpose of this study is to examine the effect of service quality and Membership programs on customer loyalty, both partially and simultaneously. This study employs a quantitative method with descriptive and verificative approaches. The sample consists of 100 respondents who are customers of Alfamart Jayagiri, selected through questionnaire distribution, and the data are analyzed using multiple linear regression with the assistance of SPSS. The results indicate that both service quality and Membership programs have a positive and significant effect on customer loyalty, either partially or simultaneously. The novelty of this study lies in the integrative examination of service quality and Membership programs within the context of modern retail at the local store level.

Keywords: service quality, customer loyalty, Membership program.

