

ABSTRAK

Penelitian ini dilakukan pada Mahasiswa Pelanggan Produk Kosmetik Bedak Muka Wardah di Fakultas Ekonomi Prodi Manajemen Universitas Muhammadiyah Jember. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga dan promosi terhadap loyalitas pelanggan produk kosmetik bedak muka wardah di fakultas ekonomi prodi manajemen universitas muhammadiyah jember. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 96 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel kualitas produk (0,203) harga (0,244) dan promosi (0,302) semua berpengaruh positif terhadap loyalitas pelanggan. Dari uji t diperoleh hasil kualitas produk (0,005), harga (0,009) dan promosi (0,000), semuanya berpengaruh signifikan terhadap loyalitas pelanggan. Dari uji F diperoleh hasil kualitas produk, harga dan promosi, semuanya berpengaruh signifikan (0,000) secara simultan terhadap loyalitas pelanggan.

Kata kunci: kualitas produk, harga, promosi dan loyalitas pelanggan

ABSTRACT

This research is conducted to University Student Customer Product Cosmetics face Powder In School Of a University Economy Muhammadiyah Jember. The aim from this research is to know the effect from product quality, price, and promotion the customer loyalty of University Student Customer Product Cosmetics face Powder In School Of a University Economy Muhammadiyah Jember. In this research collected of data with observation, interview and questionnaire toward 96 respondents with purposive sampling technique. This is doing to know the perceptions from respondents about each variable. The analysis used in this research includes validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and test of hypothesis (F-test, t-test and the coefficient of determination). From regression analysis, we know that product quality (0,023, price (0,244) and promotion (0,302) have the positive effect for the customer loyalty. From t test resulting product quality (0,005), price (0,009) and promotion (0,000)that mean all of three variables have significance influential toward customer loyalty. From F test resulting product quality, price, and promotion, that mean all of six variables have simultaneous significance influential (0,000) toward the customer loyalty.

Key words: *product quality, price, promotion, and customer loyalty*