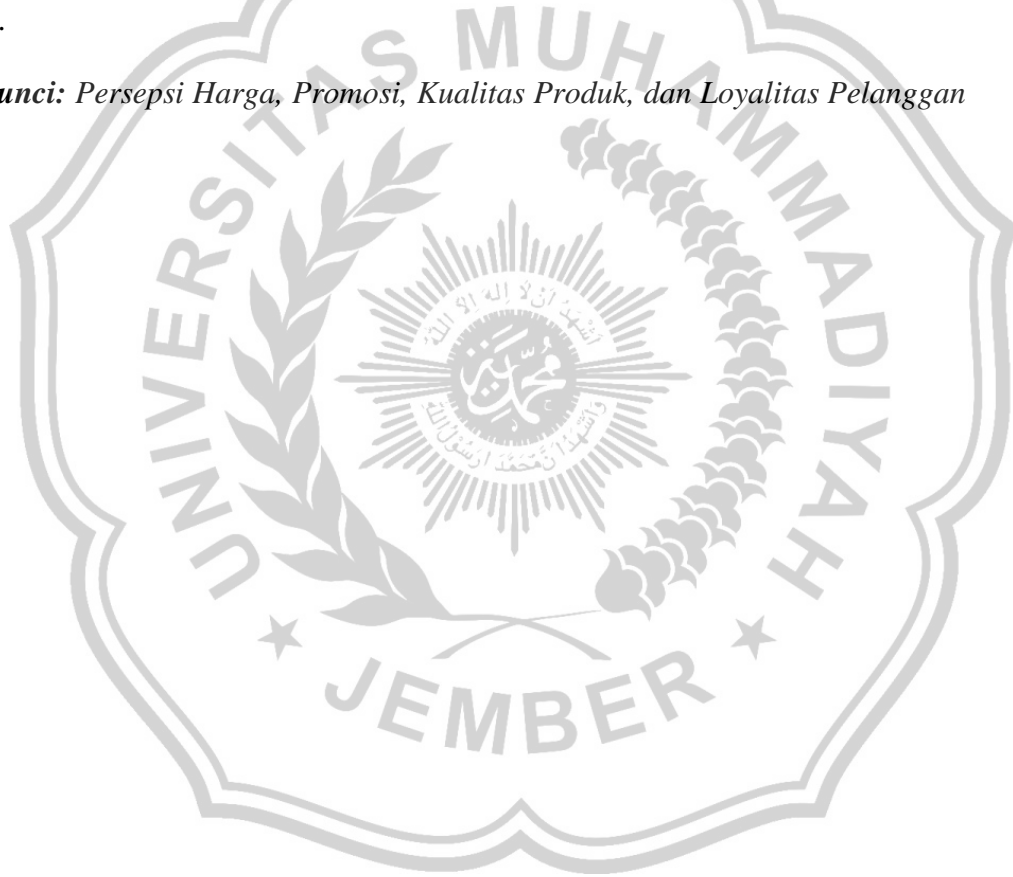


ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh persepsi harga, promosi, dan kualitas produk terhadap loyalitas pelanggan Byintanshop di Kota Jember. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh melalui penyebaran kuesioner. Populasi dalam penelitian ini pelanggan Byintanshop di Kota Jember, sedangkan sampel penelitian adalah pelanggan Byintanshop di Kota Jember yang telah melakukan pembelian produk fashion dari Byintanshop setidaknya 2 kali atau lebih. Jumlah sampel pada penelitian ini ditentukan sebanyak 85 responden (4×17 indikator = 85 responden). Penentuan sampel menggunakan purposive sampling. Untuk analisis data, penulis menggunakan analisis regresi linier berganda. Berdasarkan hasil pengujian hipotesis dapat dinyatakan bahwa harga berpengaruh signifikan terhadap loyalitas pelanggan Byintanshop di Kota Jember, promosi berpengaruh signifikan terhadap loyalitas pelanggan Byintanshop di Kota Jember, dan kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan Byintanshop di Kota Jember.

Kata Kunci: *Persepsi Harga, Promosi, Kualitas Produk, dan Loyalitas Pelanggan*



ABSTRACT

This research aims to determine and analyze the influence of price perceptions, promotions, and product quality on customer loyalty of Byintanshop in Jember City. The data used in this research is primary data obtained through distributed questionnaires. The population in this study is Byintanshop customers in Jember City, while the research sample is Byintanshop customers in Jember City who have purchased fashion products from Byintanshop at least 2 times or more. The number of samples in this study was determined as 85 respondents (5 x 17 indicators = 85 respondents). Determining the samples used purposive sampling. To analyze the data, used multiple linear regression analysis. Based on the results of hypothesis testing, it can be stated that price has a significant effect on customer loyalty of Byintanshop in Jember City, promotion has a significant effect on customer loyalty of Byintanshop in Jember City, and product quality has a significant effect on customer loyalty of Byintanshop in Jember City.

Keywords: Price Perceptions, Promotions, Product Quality, and Customer Loyalty

