

**Analisis Harga, Pelayanan, Kualitas Produk, dan Promosi terhadap
Loyalitas Pelanggan melalui Kepuasan Pelanggan (Studi pada Dealer
Yamaha Mataram Sakti)**

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ABSTRAK

Perkembangan dunia otomotif begitu cepat terjadi seiring dengan kemajuan teknologi dan tingginya tingkat persaingan diantara perusahaan-perusahaan otomotif dalam menciptakan produk yang dapat mempengaruhi terjadinya perpindahan merek dari satu merek ke merek yang lain, hal ini menunjukkan persaingan yang ketat akan mendominasi dunia otomotif, dimana perusahaan saling berlomba untuk menguasai pangsa pasar.

Adapun yang dijadikan sebagai populasi adalah seluruh pelanggan Dealer Yamaha Mataram Sakti Purwodadi . sampel yang diambil dalam penelitian diperoleh sebesar 100 pelanggan.

Hasil penelitian menunjukkan bahwa terdapat pengaruh harga, pelayanan, produk dan promosi terhadap loyalitas pelanggan melalui kepuasan pelanggan (studi pada dealer yamaha mataram sakti purwodadi) baik secara parsial maupun simultan.

Kata Kunci : Harga, Pelayanan, Produk dan Promosi, Loyalitas Pelanggan dan Kepuasan Pelanggan

**Analysis of Price, Service, Product Quality, and Promotion on
Customer Loyalty through Customer Satisfaction (Study on Yamaha
Mataram Sakti Dealer)**

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ABSTRACT

The development of the automotive world is so fast was in line with advances in technology and the high level of competition among automotive companies in creating a product that could affect the occurrence of brand switching from one brand to another brand, it shows the intense competition will dominate the automotive world, where companies mutually vying for market share.

As for which the population used as is the entire customers of Yamaha Mataram Sakti Dealer Purwodadi. The samples taken in the study obtained to 100 Customers.

The results show that there are significant effect of price, service, product and promotion on customer loyalty through customer satisfaction (study on Yamaha Mataram Sakti dealer Purwodadi) either partially or simultaneously.

Keyword : Price, Service, Product and Promotion, Customer Loyalty and Customer Satisfaction