

## ABSTRAK

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**Pengaruh Cita Rasa, Promosi, Harga, dan Kepercayaan Merek terhadap Loyalitas Pelanggan susu UHT UltraMilk serta Tinjauannya Dari Sudut Pandang Islam.**

**153 halaman + xi halaman + 37 tabel + 7 gambar + 9 lampiran**

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui cita rasa, promosi, harga dan kepercayaan merek terhadap loyalitas pelanggan susu UHT UltraMilk kecamatan Jakarta Utara secara parsial dan simultan. Populasi dalam penelitian adalah konsumen susu UHT UltraMilk kecamatan Jakarta Utara. Teknik pengambilan sampel yang digunakan adalah teknik sampel *purposive sampling*. Jumlah responden dalam penelitian ini sebanyak 112 responden. Data dikumpulkan dengan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial) dan uji f (simultan). Hasil penelitian menunjukkan bahwa: (1) Cita Rasa berpengaruh positif terhadap loyalitas pelanggan. (2) Promosi berpengaruh positif terhadap loyalitas pelanggan. (3) Harga berpengaruh positif terhadap loyalitas pelanggan. (4) Kepercayaan Merek berpengaruh positif terhadap loyalitas pelanggan. (5) Secara simultan seluruh variabel independen memiliki pengaruh signifikan terhadap loyalitas pelanggan. Dalam sudut pandang Islam, susu UHT UltraMilk telah memenuhi syariat Islam, cita rasa pada susu UHT UltraMilk halal dan tersertifikasi di LPPOM MUI, promosi yang dilakukan susu UHT UltraMilk dilakukan secara jelas dan tidak melebih-lebihkan, harga pada susu UHT UltraMilk telah sesuai dengan harga pasar.

**Kata Kunci: Cita Rasa, Promosi, Harga, Kepercayaan Merek, dan Loyalitas Pelanggan.**

## **ABSTRACT**

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***The Influence of Taste, Promotion, Price, and Brand Trust on Customer Loyalty of UltraMilk UHT milk with review from Perspective of Islam.***

***153 pages + xi pages + 37 table + 7 picture + 9 attachment***

### ***ABSTRACT***

This study aims to determine the taste, promotion, price and brand trust on customer loyalty UltraMilk UHT milk in North Jakarta district partially and simultaneously. The population in this study were consumers of UltraMilk UHT milk in North Jakarta sub-district. The sampling technique used is the purposive sampling technique. The number of respondents in this study were 112 respondents. Data was collected by survey method with questionnaire instrument. The data analysis method used is multiple regression analysis, t test (partial), and F test (simultaneous). The results showed that: (1) Taste had a positive effect on customer loyalty. (2) Promotion has a positive effect on customer loyalty. (3) Price has a positive effect on customer loyalty. (4) Brand Trust has a positive effect on customer loyalty. (5) Simultaneously all independent variables have positive influence customer loyalty. From an Islamic point of view, UltraMilk UHT milk has complied with Islamic law, the taste of UltraMilk UHT milk is halal and certified at LPPOM MUI, the promotions carried out by UltraMilk UHT milk are carried out clearly and do not exaggerate, the price for UltraMilk UHT milk is in accordance with the price market.

Keywords: Taste, Promotion, Price, Brand Trust, and Customer Loyalty.