

ABSTRAK

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Pengaruh Promosi Dan Citra Merek Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Serta Tinjauannya Menurut Sudut Pandang Islam (Studi Kasus Pada Pelanggan Grab-Bike-Bike Di Dki Jakarta)

117 Halaman + XIII + 17 Tabel + 3 Gambar dan 3 Lampiran

Uraian Abstrak

Tujuan penelitian ini adalah untuk menguji Pengaruh Promosi dan Citra Merek Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi (Studi Kasus Pada Grab Bike di DKI Jakarta. Sampel yang digunakan dalam penelitian ini adalah pelanggan atau konsumen Grab Bike di DKI Jakarta yang berjumlah 150 orang. Teknik pengambilan sampel yang digunakan adalah teknik sampel purposive sampling. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu Partial Least Square (PLS) melalui software WarpPLS versi 8.0. Hasil penelitian menunjukkan bahwa: (1) Promosi tidak berpengaruh terhadap Loyalitas Pelanggan (2) Citra merek berpengaruh positif terhadap Loyalitas Pelanggan (3) Kepuasan Pelanggan berpengaruh positif terhadap Loyalitas Pelanggan (4) Promosi berpengaruh positif terhadap Kepuasan Pelanggan (5) Citra Merek berpengaruh positif terhadap Kepuasan Pelanggan (6) Kepuasan Pelanggan mampu memediasi pengaruh Promosi terhadap Loyalitas Pelanggan (7) Kepuasan Pelanggan mampu memediasi pengaruh Citra Merek terhadap Loyalitas Pelanggan. Menurut pandangan Islam loyalitas pelanggan merupakan sikap jujur yang melahirkan kepercayaan pelanggan kemudian kepercayaan tersebut menyebabkan kesetiaan pelanggan.

Kata Kunci: Promosi, Citra Merek, Kepuasan Pelanggan, Loyalitas Pelanggan, Islam

ABSTRACT

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The Influence of Promotion and Brand Image on Customer Loyalty with Customer Satisfaction as a Mediating Variable and its Review from an Islamic Perspective (Case Study of Grab-Bike-Bike Customers in Dki Jakarta)

117 + XIII pages, 17 tables, 3 figures, and 3 attachment

Abstract Description

The purpose of this research is to examine the influence of promotions and brand image on customer loyalty with customer satisfaction as a mediating variable (case study of Grab Bike in DKI Jakarta. The sample used in this research is 150 Grab Bike customers or consumers in DKI Jakarta. The sampling technique used was a purposive sampling technique. Data was collected using a survey method with a questionnaire instrument. The data analysis method used was Partial Least Square (PLS) via WarpPLS software version 8.0. The research results showed that: (1) Promotion had no effect on Customer Loyalty (2) Brand image has a positive and significant effect on Customer Loyalty (3) Customer Satisfaction has a positive and significant effect on Customer Loyalty (4) Promotion has a positive and significant effect on Customer Satisfaction (5) Brand Image has a positive and significant effect on Customer Satisfaction (6) Customer Satisfaction is able to mediate the influence between Promotion and Customer Loyalty. (7) Customer Satisfaction is able to mediate the influence between Brand Image and Customer Loyalty. According to the Islamic view, customer loyalty is an honest attitude that gives rise to customer trust, then this trust causes customer loyalty.

Keywords: Promotion, Brand Image, Customer Satisfaction, Customer Loyalty,
Islam