ABSTRAK

Produk pakaian sangat dibutuhkan bagi kelangsungan hidup manusia. Di Surabaya terdapat berbagai macam butik yang dibuka di pusat perbelanjaan, namun dengan adanya ragam motif yang berbeda membuat konsumen harus memilih sesuai keinginan. Oleh karena itu, "Toko Update" digunakan sebagai obyek penelitian ini.Tujuan dari penelitian ini adalah untuk menganalisis Produk, Harga, Promosi, Lokasi, Pelayanan Terhadap Loyalitas Pelanggan pada "Toko Update" di Pasar Atom Surabaya. Sampel yang digunakan berjumlah 100 orang yang berusia 17-35 tahun dan pernah berbelanja di "Toko Update" minimal dua kali dalam tiga bulan terakhir. Data dikumpulkan dengan menggunakan kuesioner. Pengambilan sampel dalam penelitian ini menggunakan *non-probability sampling.* Teknik analisis data yang digunakan adalah analisis regresi berganda.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan dan pengaruh positif antara variable Produk, Harga, Promosi, Lokasi, dan Pelayanan. Dengan demikian dapat dikatakan bahwa hipotesis Produk, Harga, Promosi, Lokasi, Pelayanan diterima.

Kata kunci: Produk, Harga, Promosi, Lokasi, Pelayanan, loyalitas pelanggan.

ABSTRACT

Apparel product are needed for human survival. In Surabaya there are many different kinds of boutiques that opened in the shopping canter, but with the variety of different motives that make the consumer should choose as you wish. Therefore, the " Update Store" used as an object of this research. The purpose of this study is to analyze product, price, promotion, place, service to customer loyalty in the " Update Store " in Surabaya Pasar Atom. The sample used was 100 persons aged 17-35 years and never shopped at the " Update Store " at least twice in the last three months. Data was collected using questionnaires. Sampling in this study using *non-probabilitysampling*. The data analysis technique used is multiple regression analysis.

The results showed that there was a significant and positive effect between product, price, promotion, place, service to customer loyalty. Thus it can be said that thehypothesis "product, price, promotion, place, service is received.

Keywords: product, price, promotion, place, service, customer loyalty.

ABSTRACT

Apparel product are needed for human survival. In Surabaya there are many different kinds of boutiques that opened in the shopping canter, but with the variety of different motives that make the consumer should choose as you wish. Therefore, the " Update Store" used as an object of this research. The purpose of this study is to analyze product, price, promotion, place, service to customer loyalty in the " Update Store " in Surabaya Pasar Atom. The sample used was 100 persons aged 17-35 years and never shopped at the " Update Store " at least twice in the last three months. Data was collected using questionnaires. Sampling in this study using *non-probabilitysampling*. The data analysis technique used is multiple regression analysis.

The results showed that there was a significant and positive effect between product, price, promotion, place, service to customer loyalty. Thus it can be said that thehypothesis "product, price, promotion, place, service is received.

Keywords: product, price, promotion, place, service, customer loyalty