

## ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Promosi dan Daya Tarik Iklan Terhadap Keputusan Pembelian Dengan Loyalitas Pelanggan Sebagai Variabel Intervening Pada Cafe Es Teh Indonesia Cabang Ampang Padang. Metode pengumpulan data melalui survei dan menyebarkan kuesioner dengan sampel 76 responden. Metode pengujian data yang digunakan adalah SmartPLS 4.0 dengan metode analisis SEM (*Structural Equation Modeling*). Hasil penelitian yang di dapatkan berdasarkan pengujian hipotesis (*Direct Effect*) atau pengaruh secara langsung. Terdapat dampak positif dan tidak signifikan antara promosi terhadap loyalitas pelanggan. Terdapat dampak positif dan signifikan antara daya tarik iklan terhadap loyalitas pelanggan. Terdapat dampak positif dan signifikan antara promosi terhadap keputusan pembelian. Terdapat dampak positif dan tidak signifikan antara daya tarik iklan terhadap keputusan pembelian. Terdapat dampak positif dan tidak signifikan antara loyalitas pelanggan terhadap keputusan pembelian. Hasil pengujian hipotesis (*Indirect Effect*). Promosi tidak dapat memediasi keputusan pembelian terhadap loyalitas pelanggan. Daya tarik iklan tidak dapat memediasi keputusan pembelian terhadap loyalitas pelanggan. Diharapkan perusahaan harus lebih memperhatikan Promosi agar tetap menunjang keputusan pembelian dan mengharapkan konsumen menjadi loyal. Dengan lebih memperhatikan iklan yang diberikan kepada konsumen seperti melakukan promosi yang benar, cepat tanggap melayani konsumen, memperhatikan lagi etika saat melayani konsumen dan lebih berempati terhadap konsumen. Saran dari penulis untuk peneliti selanjutnya di harapkan dapat mengembangkan penelitian ini dengan cara menambahkan indikator dan variabel lainnya.

**Kata Kunci: Promosi, Daya Tarik Iklan, Keputusan Pembelian, Loyalitas Pelanggan.**

## **ABSTRACT**

*This study aims to examine how much influence Promotion and Advertising Attractiveness have on Purchasing Decisions with Customer Loyalty as Intervening Variables at the Indonesian Es Tea Cafe, Ampang Padang Branch. Methods of data collection through surveys and distributing questionnaires with a sample of 76 respondents. The data testing method used is SmartPLS 4.0 with the SEM (Structural Equation Modeling) analysis method. The research results obtained are based on hypothesis testing (Direct Effect) or direct influence. There is a positive and insignificant impact between promotions on customer loyalty. There is a positive and significant impact between advertising attractiveness and customer loyalty. There is a positive and significant impact between promotions on purchasing decisions. There is a positive and insignificant impact between advertising attractiveness and purchasing decisions. There is a positive and insignificant impact between customer loyalty and purchasing decisions. Results of hypothesis testing (Indirect Effect). Promotions cannot mediate purchasing decisions on customer loyalty. Advertising attractiveness cannot mediate purchasing decisions on customer loyalty. It is expected that companies must pay more attention to promotions so that they continue to support purchasing decisions and expect consumers to be loyal. By paying more attention to advertisements given to consumers such as doing the right promotions, being responsive to serving consumers, paying more attention to ethics when serving consumers and being more empathetic towards consumers. Suggestions from the author for future researchers are expected to develop this research by adding indicators and other variables.*

**Keywords:** *Promotion, Advertising Attractiveness, Purchase Decision, Customer Loyalty.*