

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh *Promotion* Dan Kualitas Pelayanan terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Intervening pada Sanjai Erina Payakumbuh. Populasi dalam penelitian ini adalah masyarakat Kota Payakumbuh dengan sampel sebanyak 97 responden. Metode pengambilan sampel penelitian dilakukan dengan *accidental sampling*. Teknik sampel ini adalah pengambilan sampel yang dilakukan dengan menggunakan siapa saja yang ditemui secara kebetulan sebagai sampel yang dilakukan melalui proses wawancara, observasi, kuesioner dan dokumentasi dengan teknik analisis data yaitu *Structur Equation Modeling* (SEM) dan *Partial Least Square* (PLS) dengan mengedarkan kuesioner sebanyak 97 responden.

Hasil analisis data menyimpulkan, bahwa *promotion* tidak berpengaruh signifikan terhadap kepuasan pelanggan. *Promotion* tidak berpengaruh signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan memiliki pengaruh signifikan terhadap loyalitas pelanggan. Kualitas pelayanan memiliki pengaruh signifikan terhadap kepuasan pelanggan. Kualitas pelayanan memiliki pengaruh signifikan terhadap loyalitas pelanggan. *Promotion* mampu memediasi hubungan antara kepuasan pelanggan terhadap loyalitas pelanggan. Kualitas pelayanan mampu memediasi hubungan antara kepuasan pelanggan terhadap loyalitas pelanggan.

Berdasarkan hasil penelitian ini diharapkan pihak pimpinan Sanjai Erina Payakumbuh agar lebih memperhatikan promosi, dikarenakan promosi memiliki pengaruh yang dominan terhadap kepuasan pelanggan, melalui indikatornya yaitu : promosi penjualan, periklanan, dan hubungan publik. Namun, dengan tetap memperhatikan kualitas pelayanan dan loyalitas pelanggan dalam berbelanja.

Kata kunci: *Promotion*, Kualitas Pelayanan, Loyalitas Pelanggan Dan Kepuasan Pelanggan.

ABSTRACT

This study aims to determine how much influence Promotion and Service Quality have on Customer Loyalty with Customer Satisfaction as Intervening Variables in Sanjai Erina Payakumbuh. The population in this study is the people of Payakumbuh with a sample of 97 respondents. The research sample collection method was carried out by accidental sampling. This sampling technique is sampling which is carried out using anyone who is met by chance as a sample which is carried out through interviews, observation, questionnaires and documentation with data analysis techniques, namely Structural Equation Modeling (SEM) and Partial Least Square (PLS) by distributing questionnaires as many as 97 respondents.

The results of the data analysis concluded that promotion had no significant effect on customer satisfaction. Promotion has no significant effect on customer loyalty. Customer satisfaction has a significant influence on customer loyalty. Service quality has a significant influence on customer satisfaction. Service quality has a significant influence on customer loyalty. Promotion is able to mediate the relationship between customer satisfaction and customer loyalty. Service quality is able to mediate the relationship between customer satisfaction and customer loyalty.

Based on the results of this study, it is hoped that the leadership of Sanjai Erina Payakumbuh will pay more attention to promotions, because promotions have a dominant influence on customer satisfaction, through indicators, namely: sales promotions, advertising, and public relations. However, with due regard to service quality and customer loyalty in shopping.

Keywords: Promotion, Service Quality, Customer Loyalty and Customer Satisfaction.