

# THE EFFECT OF PRICE PERCEPTION AND SALES PROMOTION ON CUSTOMER LOYALTY AT EL COFFE IN BALUN

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## **Abstract**

This study aims to determine the effect of Price Perception, Sales Promotion on Customer Loyalty in the El Coffe business. In addition, this study also aims to test the regression equation either partially, simultaneously or dominantly between the variables of price perception and sales promotion on customer loyalty.

This research uses quantitative methods. The sample used amounted to 67 respondents using the survey method by distributing questionnaires as a method of data collection. The analysis tool is SPSS version 26. Meanwhile, the tests used are validity test, reliability test, multiple linear regression test, coefficient of determination test, t test and f test.

Based on the calculation results of the t test, it shows that price perception has a partial effect on customer loyalty with a value of  $t_{count} > t_{table}$  ( $2.555 > 1.667$ ), sales promotion has a partial effect on customer loyalty with a value of  $t_{count} > t_{table}$  ( $3.294 > 1.667$ ), price perception and sales promotion has a simultaneous effect on customer loyalty with the value of  $F_{count} > F_{table}$  obtained f test ( $245,687 > 2.70$ ). The results of multiple linear regression tests were obtained with a value of 0.604.

Keywords: price perception, sales promotion, customer loyalty

# **PENGARUH PRESEPSI HARGA DAN PROMOSI PENJUALAN TERHADAP LOYALITAS PELANGGAN *EL COFFE* DI BALUN**

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## **RINGKASAN**

Penelitian ini bertujuan untuk mengetahui pengaruh Presepsi Harga, Promosi Penjualan terhadap Loyalitas Pelanggan pada usaha *El Coffe*. Selain itu penelitian ini juga bertujuan untuk menguji persamaan regresi baik secara parsial, simultan maupun yang dominan diantara variabel Presepsi Harga, dan promosi penjualan terhadap Loyalitas Pelanggan .

Penelitian ini menggunakan metode kuantitatif. Sampel yang digunakan berjumlah 67 responden menggunakan metode *survey* melalui penyebaran kuisioner sebagai metode pengumpulan data. Dengan alat analisis yaitu SPSS versi 26. Sedangkan, uji yang digunakan adalah uji validitas, uji reliabilitas, uji regresi linier berganda, uji koefisien determinasi, uji t dan uji f.

Berdasarkan hasil perhitungan uji t menunjukkan bahwa Presepsi harga berpengaruh secara parsial terhadap loyalitas pelanggan dengan nilai  $t_{hitung} > t_{tabel}$  ( $2,555 > 1,667$ ), Promosi penjualan berpengaruh secara parsial terhadap loyalitas pelanggan dengan nilai  $t_{hitung} > t_{tabel}$  ( $3,294 > 1,667$ ), Presepsi harga dan Promosi Penjualan berpengaruh secara simultan terhadap loyalitas pelanggan dengan nilai  $F_{hitung} > F_{tabel}$  diperoleh uji f ( $245,687 > 2,70$ ),. Hasil uji regresi linier berganda diperoleh dengan nilai sebesar 0,604.

Kata kunci : persepsi harga, promosi penjualan, loyalitas pelanggan