

ABSTRAK

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Program Studi : Program Studi Kewirausahaan
Judul : Analisis Bisnis Driver Terhadap Loyalitas Pelanggan Pada Aplikasi maxim di Kota Lhokseumawe

Penelitian ini bertujuan untuk mengetahui Analisis Bisnis Driver Terhadap Loyalitas Pelanggan Pada Aplikasi maxim di Kota Lhokseumawe. Jenis penelitian ini kuantitatif menekankan analisisnya pada data-data numerical (angka) yang diolah. Sampel 108 (18 item pertanyaan x 6), Pengambilan sampel menggunakan *non probability* yaitu *accidental sampling*. Analisis Regresi Linear Berganda menggunakan uji kualitas data yaitu uji validitas dan uji reliabilitas, regresi linear berganda memerlukan uji asumsi untuk pengujian yaitu: normalitas, heterokedastisitas, dan multikolinearitas. Hasil Penelitian Promosi memberikan berpengaruh signifikan terhadap loyalitas pelanggan. Kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan. Experiential marketing berpengaruh signifikan terhadap pelanggan terhadap loyalitas pelanggan.

Kata Kunci : Promosi, Kualitas Pelayanan, Experiential Marketing, Loyalitas Pelanggan

ABSTRACT

Name : Fadliyatul Masja

Study Program : Graduate School of Entrepreneurship

Title : Driver Business Analysis of Customer Loyalty in the Maxim Application in Lhokseumawe City

This research aims to determine Driver Business Analysis of Customer Loyalty in the Maxim Application in Lhokseumawe City. This type of quantitative research emphasizes the analysis of processed numerical (number) data. Sample 108 (18 question items x 6), sampling using non probability sampling, namely accidental sampling. Multiple Linear Regression Analysis uses data quality tests, namely validity and reliability tests, multiple linear regression requires assumption tests for testing, namely: normality, heteroscedasticity and multicollinearity. Promotion Research Results have a significant influence on customer loyalty. Service quality has a significant effect on customer loyalty. Experiential marketing has a significant influence on customer loyalty.

Keywords: Promotion, Service Quality, Experiential Marketing

