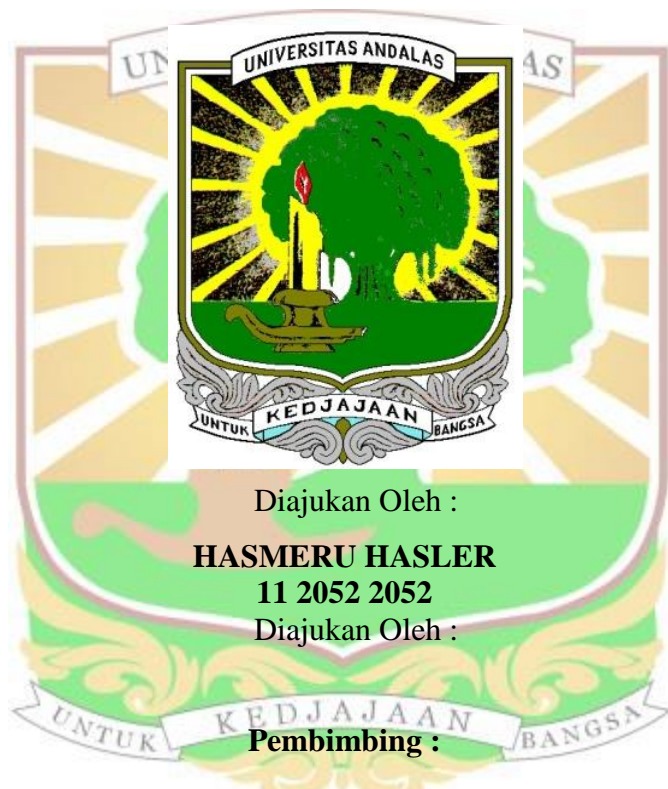**RE-DESAIN STRATEGI PEMASARAN**

MELALUI PENENTUAN VARIABEL-VARIABEL *CUSTOMER LOYALTY*

PT SEMEN PADANG

THESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen

Pada Program Studi Magister Manajemen Fakultas Ekonomi Universitas Andalas

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ABSTRACT

This study aims to determine the relationship directly between the variables Marketing Mix (Product Quality, Reasonable Price, Distribution & Promotion Directly), Service, Purchase and Customer Satisfaction to Customer Loyalty and Marketing Mix variables with Intervening Variables Customer Satisfaction with Customer Loyalty. The study is descriptive with quantitative approach. Data were collected from 77 respondents through a survey with a structured questionnaire. The survey was conducted on a non probability basis - Quota Sampling to PT Semen Padang's customers, which include Shop, Ready Mix Concrete, Concrete Industry and Project / Contractor in Medan City. The results of multiple regression analysis show the relationship between each independent variable to the dependent variable. Quality Product Variables, Distribution and Promotion Directly indicate a negative relationship to Customer Loyalty, while Fair Price, Service, Purchase and Customer Satisfaction indicate a positive relationship to Customer Loyalty. While based on t test results, the variables that significantly influence the Fair Price, Direct Promotion, Purchase and Customer Satisfaction.

For the result of determination coefficient test (R2) shows that R2 Total equal to 0,498 means Customer Loyalty influenced Variable Product Quality, Reasonable Price, Distribution, Promotion Directly through Customer Satisfaction as intervening variable equal to 49,8% and 50,2% Other variables outside the research model.

Keywords : (Marketing Mix (Product Quality, Reasonable Price, Distribution & Promotion Directly), Service, Purchase, Customer Satisfaction and Customer Loyalty)

ABSTRAK

Penelitian ini bertujuan untuk menentukan hubungan secara langsung antara variabel Marketing Mix (Produk, Harga, Distribusi & Promosi), Pelayanan, Pembelian dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan. Studi yang dilakukan bersifat deskriptif dengan pendekatan kuantitatif. Data dikumpulkan sebanyak 77 responden melalui survey dengan kuisioner terstruktur. Survey dilakukan secara non probability – Quota Sampling terhadap pelanggan PT Semen Padang yang meliputi Toko, Ready Mix Concrete, Industri Beton dan Proyek/Kontraktor di Kota Medan.

Hasil dari analisis regresi berganda menunjukkan hubungan antara setiap variabel independen terhadap variabel dependen. Variabel independen yang berpengaruh positif signifikan adalah variabel Harga, Pembelian dan Kepuasan Pelanggan sedangkan variabel independen berpengaruh negative signifikan adalah variabel Promosi terhadap Loyalitas Pelanggan. Untuk variabel Produk, Distribusi dan Pelayanan tidak berpengaruh secara signifikan terhadap Loyalitas Pelanggan.

Untuk hasil uji koefisien determinasi (R^2) menunjukkan bahwa R^2 sebesar 0,367 artinya Loyalitas Pelanggan dipengaruhi Variabel Produk, Harga, Distribusi, Promosi, Pelayanan, Pembelian dan Kepuasan Pelanggan sebesar 36,7% dan sisanya sebesar 63,3% dijelaskan variabel lain diluar model penelitian.

Kata kunci : Marketing Mix, Pelayanan, Pembelian, Kepuasan Pelanggan, Loyalitas Pelanggan.