

ABSTRAK

Penelitian ini mengkaji urgensi dari: (1) *brand image* terhadap loyalitas pelanggan pada Toko Grosir Snack PRATAMA GO MART Cabang Klakah, (2) *sales promotion* terhadap loyalitas pelanggan di lokasi yang sama, serta (3) kepuasan pelanggan terhadap loyalitas pelanggan Toko Grosir Snack PRATAMA GO MART Cabang Klakah. Kajian ini memakai pendekatan kuantitatif, dengan teknik pengumpulan data melalui penyebaran kuesioner kepada para pelanggan, tanpa pembatasan jumlah partisipan. Sebanyak 80 individu yang pernah melakukan pembelian di toko tersebut diikutsertakan sebagai responden dalam penelitian ini. Analisis data dilakukan melalui serangkaian prosedur, meliputi pengujian instrumen, uji asumsi klasik, analisis regresi linier berganda, dan uji t parsial. Hasil riset ini mengungkapkan bahwa: (1) variabel *brand image* memiliki pengaruh negatif dan tidak bermakna secara statistik terhadap loyalitas pelanggan Toko Grosir Snack PRATAMA GO MART Cabang Klakah; (2) variabel *sales promotion* berpengaruh positif serta signifikan terhadap loyalitas konsumen; dan (3) variabel kepuasan pelanggan menunjukkan pengaruh yang positif dan signifikan terhadap loyalitas pelanggan pada toko yang diteliti.

Kata Kunci : *Brand image, Sales Promotion, Kepuasan Pelanggan, Loyalitas pelanggan*



ABSTRACT

This study examines the significance of: (1) brand image on customer loyalty at Toko Grosir Snack PRATAMA GO MART Klakah Branch, (2) sales promotion on customer loyalty at the same location, and (3) customer satisfaction on customer loyalty at Toko Grosir Snack PRATAMA GO MART Klakah Branch. The research employs a quantitative approach, utilizing data collection through the distribution of questionnaires to customers, with no limitations on the number of participants. A total of 80 individuals who had previously made purchases at the store were included as respondents in this study. Data analysis was conducted through a series of procedures, including instrument testing, classical assumption testing, multiple linear regression analysis, and partial t-tests. The findings of this research indicate that: (1) the brand image variable has a negative and statistically insignificant effect on customer loyalty at Toko Grosir Snack PRATAMA GO MART Klakah Branch; (2) the sales promotion variable has a positive and significant effect on customer loyalty; and (3) the customer satisfaction variable exerts a positive and significant influence on customer loyalty at the store under study

Keywords: *Brand image, Sales Promotion, Customer Satisfaction, Customer Loyalty*

