

ABSTRAK

Sri Eka Wulandari, Tahun 2018 Pengaruh Harga dan Promosi terhadap Loyalitas Konsumen keripik Dangke di Kabupaten Enrekang, Skripsi program studi manajemen fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh pembimbing I Bapak Dr. Andi Mappatempo, SE., MM, dan Pembimbing II Bapak Ismail Rasulong, SE, MM.

Penelitian ini bertujuan untuk menganalisis pengaruh Harga dan Promosi terhadap Loyalitas Konsumen Keripik dangke di kabupaten enrekang. Jenis penelitian yang digunakan dalam penelitian adalah analisis regresi berganda. Populasi dalam penelitian ini adalah konsumen keripik dangke di Kabupaten Enrekang, dengan sampel 67 responden.

Hasil penelitian ini menunjukkan bahwa variabel harga tidak dapat meningkatkan loyalitas konsumen keripik Dangke di kabupaten Enrekang karna harga di uji secara persial dengan hasil uji t sebesar $0,992 < t \text{ tabel } 0,1998$, dan nilai signifikan sebesar $0,325 > 0,05$. Berdasarkan data tersebut, dapat dikatakan bahwa variabel harga tidak dapat meningkatkan loyalitas konsumen di kabupaten Enrekang. dan Variabel Promosi dapat meningkatkan loyalitas konsumen keripik Dangke di kabupaten Enrekang karena Promosi di uji secara persial dengan hasil uji t sebesar $5.479 > t \text{ tabel } 0,1998$, dan nilai signifikan sebesar $0,000 < 0,05$. Berdasarkan data tersebut, dapat dikatakan bahwa variabel Promosi dapat meningkatkan loyalitas konsumen di kabupaten Enrekang.

Kata Kunci : Harga, Promosi, Loyalitas Konsumen

ABSTRACT

Sri Eka Wulandari, Year 2018 The Influence of Prices and Promotions on Dangke Chips Consumer Enthusiasm in Enrekang Regency, Thesis Management Department of Economics and Business Faculty of Muhammadiyah University of Makassar. Guided by coach I Dr. Andi Mappatempo, SE., MM, and supervisor II Ismail Rasulong, SE, MM.

This study aims to analyze the influence of prices and promotions on consumer loyalty of dangke chips in enrekang district. The type of research used in the study is multiple regression analysis. The population in this study were consumers of dangke chips in Enrekang Regency, with a sample of 67 respondents.

The results of this study indicate that the price variable can not increase the loyalty of consumers of Dangke chips in Enrekang district because the price is tested on a persial basis with the results of the t test of $0.992 < t \text{ table } 0.1998$, and a significant value of $0.325 > 0.05$. Based on these data, it can be said that the price variable cannot increase consumer loyalty in Enrekang district. and Promotion Variables can increase the loyalty of consumers of Dangke chips in Enrekang district because the Promotion is tested on a persial basis with the results of t test of $5.479 > t \text{ table } 0.1998$, and a significant value of $0.000 < 0.05$. Based on these data, it can be said that the promotion variable can increase consumer loyalty in Enrekang district.

Keywords: Price, Promotion, Consumer Loyalty