Analysis Of The Effect Of Promotion, Price, And Satisfaction On Consumer Loyalty Cv. Andaku In Lumajang District

Heru Mahendra\textsuperscript{1}, M. Taufik\textsuperscript{2}, Noer Aisyah Barlian\textsuperscript{3}  
STIE Widya Gama Lumajang  
mahendraheru01@gmail.com

Abstract

The data used in this research are primary data used by distributing questionnaires or questionnaires to customers and CV ANDAKU CONVECTION IN Lumajang Regency. The population in this research is 60 customers and employees. The sampling technique using saturated samples is to use the entire study population as a research sample. The data is processed in the form of numerical data (numbers) using a Likert scale. Methods of data collection in this study were interviews, questionnaires and literature studies. Data is processed using SPSS 21 for Windows. The method of analyzing data using quantitative methods is by using multiple linear regression analysis. The results of the study prove that the three variables namely Strategi promotion, Price and Satisfaction have a significant influence on the dependent variable, namely Employee Productivity and Customers On. CV. ANDAKU CONVECTION IN Lumajang Regency. The biggest significant influence on employee productivity at CV. ANDAKU CONVECTION IN Lumajang Regency. is on promotional variables with beta standard coefficient of 0.030 then followed by price variables with beta coefficients of 0.760 then satisfaction variables with beta coefficients of 0.61 then followed by consumer loyalty with beta coefficient of 1.666. From the results of the analysis it can be concluded that incentives are the dominant factor that has the greatest influence on the productivity of work of employees and customers in the CV. ANDAKU CONVECTION IN Lumajang Regency.

Keywords: promotion, price, satisfaction, consumer loyalty

INTRODUCTION

Increasing competition in Indonesia requires companies to continue to innovate their products, so that consumers who have owned a company do not move to other products and to attract new consumers to buy products that have been produced from the company, this is also experienced by entrepreneurs CV ANDAKU Convection.

As for the changes that occur in the mindset of the developing community, technological advances, and lifestyles that cannot be separated from the era of globalization. By doing so indirectly, this progress requires us to be able to balance it in everyday life.

The effect of changing times is that a lot of products that have sprung up are started from products and services that offer many advantages and uniqueness that are different from previous products. So this makes consumers more choices to use products and services offered by producers. Because consumers are the target for all companies that offer goods and services. The products offered need a strategy to be used in balance by market producers.
METHODS
This type of research is quantitative research by looking for casual relationships. In this study are consumers. In Lumajang district, there were 40 respondents and sampling using probability sampling techniques. The data analysis step used was the Instrument test, the Multiple Assumption Regression Test.

RESULTS AND DISCUSSION
Validity test results
Validity testing is done by using the SPSS result / output factor analysis method. Falcor analysis is done by correlating the total factor score with the total score. Argues that if the correlation of each factor is positive and the magnitude is 0.3, then the factor is a strong construct. In this study, if the correlation between item scores and total scores is less than 0.3, then the items in the instrument are declared invalid (Sugiyono, 2012: 178).

Reliability Test Results
According to Sugiyono, (2008: 137) states that "reliability or reliability is carried out to find out to what extent the advanced questionnaire can give results that are not different". If measurements are taken again on the same subject at different times. A questionnaire is called having reliability or can be trusted, if the questionnaire is stable and reliable so that the use of the questionnaire repeatedly will give similar results.

Results of Multiple Linear Regression Analysis
Multiple linear regression analysis is an extension of simple linear regression, namely increasing the number of independent variables that were previously only one to two or more independent variables (Sanusi, 2012: 134).

The statistical calculations in multiple linear regression analysis are as follows:
Y = 1.666 - 0.030 + 0.760 + 0.061

T Test Results (Partial Test)
T test (partial) is used to test the estimated parameters of a certain value. (Ekananda, 2015: 59-60). To determine the relationship or influence of independent variables, namely trust, advertising and risk perception of the dependent variable, namely purchasing decisions partially tested significantly. Here are the results of the t test:
To test t of each independent variable, the results of t tables are needed. The results of the table at a significant level of 5% with degrees of freedom (n-2) = 40-2 = 38, then obtained ttable = 2.024

Testing Test F
F test is used to test the estimated parameters of a certain value, but the standard test performed on most statistical software is to test some of the estimated parameters of these values are zero. The testing procedure using F statistics consists of two ways, namely by comparing the value of R2 between the two models and using the matrix restriction Rβ = r or referred to as general testing (Ekananda, 2015: 67). Here are the results of the F test:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>78,557</td>
<td>3</td>
<td>26,186</td>
<td>72.275</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>13,043</td>
<td>36</td>
<td>.362</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>91,600</td>
<td>39</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Determinant Coefficient (R2)
The coefficient of determination shows the magnitude of the variation in all dependent variables that can be explained by the regression equation (variation of independent variance) produced, the rest is explained by variations of other variables outside the model. This definition of determination implies that adding another variable to the model causes R2 to increase. The interpretation of R2 is more appropriate for a simple linear regression consisting of one independent variable. In multiple linear regression with more than one independent variable, the tendency of the value of R2 always increases if more independent variables are added. This does not make sense, so it needs to be adjusted so that the addition of the number of independent variables does not necessarily add R2 (Ekananda, 2015: 63). The following table determines the coefficient of testing:

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.926</td>
<td>.858</td>
<td>.846</td>
<td>.60192</td>
</tr>
</tbody>
</table>

Based on calculations using SPSS it can be seen that the coefficient of determination (R2) gets a result of 0.858. This result means that 92.6% of customer satisfaction can be explained by promotions, prices, and satisfaction. The rest 8.4% of consumer loyalty is influenced by other variables not examined in this study.

In general, this study shows the results of the description analysis that the condition of respondents' assessment of the variables in this study was generally quite good. This can be seen from the number of responses of respondents who answered agree from all respondents on each statement of the questionnaire in each of the variables in this study. From these results it was subsequently obtained that the independent variables namely promotion, price and service quality had a significant influence on the dependent variable namely customer satisfaction CV Andaku convection in Lumajang City.

CONCLUSION

This study aims to determine the significant influence both partially and simultaneously from promotion, price and quality of service to customer satisfaction on users of CV. Myaku Convection in Lumajang City, and to prove which of the promotions, price and quality of service has the most dominant influence on customer satisfaction on the use of CV Andaku convection in the City of Lumajang. Based on the results of research and analysis conducted, it can be concluded as follows:

a. The results of testing the first hypothesis indicate that there is a partially significant promotion effect on customer satisfaction CV Andaku convection in Lumajang City.

b. The results of the second hypothesis testing show there is no significant partial effect of price on customer satisfaction CV Andaku convection in the City of Lumajang.

c. The results of the third hypothesis testing indicate that there is a partially significant influence of service quality on customer satisfaction at CV Andaku Convection in Lumajang City.

d. Hypothesis testing results indicate that the existence of promotion, price and service quality have a significant simultaneous effect on customer satisfaction of CV Andaku Convection in Lumajang City. With a determinant coefficient of 77% it can be explained by the independent variables namely promotion, price and service quality. While the remaining 23% of purchasing decisions are influenced by other variables not examined in this study.
REFERENCE