
ARTIKEL INFO

ABSTRAK

**Kata Kunci: Promosi,
Harga, Kualitas
Produk, Loyalitas
Konsumen**

Pelitian ini dilakukan di PT. Palmanco Inti Sawit. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh promosi, harga dan kualitas produk terhadap loyalitas konsumen PT. Palmanco Inti Sawit. Populasi dalam penelitian ini adalah pelanggan PT. Palmanco Inti Sawit yang berjumlah 145 responden dan sampel 106 responden. Teknik analisa data menggunakan analisis regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara parsial promosi berpengaruh positif dan signifikan terhadap loyalitas konsumen PT. Palmanco Inti Sawit. Secara parsial harga berpengaruh positif dan signifikan terhadap loyalitas konsumen PT. Palmanco Inti Sawit. Secara parsial kualitas produk berpengaruh positif dan signifikan terhadap loyalitas konsumen PT. Palmanco Inti Sawit. Secara simultan promosi, harga dan kualitas produk berpengaruh positif dan signifikan terhadap loyalitas konsumen PT. Palmanco Inti Sawit.

This research was conducted at PT. Palmanco Inti Sawit. This study aims to see and analyze the effect of promotion, price and product quality on consumer loyalty at PT. Palmanco Inti Sawit. The population in this study were customers of PT. Palmanco Inti Sawit which assessed 145 respondents and a sample of 106 respondents. The data analysis technique uses multiple linear regression analysis with the help of the SPSS program. The results showed that partially promotion has a positive and significant effect on consumer loyalty at PT. Palmanco Inti Sawit. Partially the price has a positive and significant effect on consumer loyalty at PT. Palmanco Inti Sawit. Partially product quality has a positive and significant effect on consumer loyalty at PT. Palmanco Inti Sawit. Simultaneously promotion, price and product quality have a positive and significant effect on consumer loyalty of PT. Palmanco Inti Sawit.

**Keywords: Promotion,
Price, Product Quality,
Consumer Loyalty**