

LETTER OF ACCEPTANCE

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It's my pleasure to inform you that, after the peer preview, your paper:

Title : The Effect Of Price, Promotion And Quality Of Service On
Customer Loyalty In Pt. Media Inter Nusa (Nusanet) Medan

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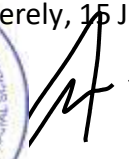
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Sincerely, 15 June 2022




M. Firza Alpi, SE., M.Si.
Editor-in-Chief

Indeks:



**PENGARUH HARGA, PROMOSI DAN KUALITAS PELAYANAN
TERHADAP LOYALITAS PELANGGAN PADA PT. MEDIA
ANTAR NUSA (NUSANET) MEDAN**

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ABSTRAK

Maksud kepenelitian yakni guna melaksanakan uji serta menganalisa untuk menelaah pengaruh harga, promosi serta kualitas pelayanan terhadap loyalitas pelanggan pada PT. Media Antar Nusa (Nusanet) Medan. Peneliti tertarik karena diduga perusahaan kurang kuat atau ekstra membuat pelanggan loyal, menyebabkan terjadinya persaingan yang kompetitif. Penelitian dilakukan pada PT. Media Antar Nusa (Nusanet) Medan yang beralamat di Jalan Haji Misbah Kompleks Multatuli Indah Blok D No. 1, Hamdan, Kecamatan Medan Maimun. Jenis penelitian ini yaitu deskriptif kuantitatif. Menggunakan model Penelitian Kuantitatif dalam pendekatan penelitian ini. Populasi dalam penelitian ini adalah sebanyak 600 pelanggan, yang mencakup seluruh konsumen pada PT. Media Antar Nusa (Nusanet) Medan. Peneliti juga menggunakan 30 pelanggan saat melakukan pengujian validitas dan reliabilitas dan 86 pelanggan untuk pengujian sampel. Pengujian hipotesis di dapat menggunakan model regresi berganda. Namun sebelum analisis regresi linier diperoleh, terlebih dahulu model tersebut diuji asumsi klasikan diantaranya meliputi pengujian normalitas, multikolinearitas dan heteroskedastisitas. Kesimpulan penelitian ini adalah sekaligus menjadi hasil dimana Harga senilai 2,670 dengan nilai signifikan 0,009 menunjukkan bahwasannya secara parsial terpengaruh signifikan terhadap Loyalitas Pelanggan pada PT. Media Antar Nusa (Nusanet) Medan. Promosi senilai 2,172 dengan nilai signifikan 0,033 menunjukkan bahwasannya secara parsial terpengaruh signifikan terhadap Loyalitas Pelanggan pada PT. Media Antar Nusa (Nusanet) Medan. Kualitas Pelayanan senilai 1,391 dengan nilai signifikan 0,168 menunjukan bahwasannya secara parsial tidak terpengaruh terhadap Loyalitas Pelanggan pada PT. Media Antar Nusa (Nusanet) Medan. Harga, Promosi dan Kualitas Pelayanan senilai 5,548 dengan tingkat signifikan sebesar 0,002 dalam simultan adanya pengaruh signifikan terhadap Loyalitas Pelanggan pada PT. Media Antar Nusa (Nusanet) Medan.

Kata Kunci : *Harga, Promosi, Kualitas Pelayanan, Loyalitas Pelanggan*

**THE EFFECT OF PRICE, PROMOTION AND SERVICE QUALITY ON
CUSTOMER LOYALTY AT PT. MEDIA ANTER NUSA (NUSANET)
MEDAN**

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ABSTRACT

The purpose of the research is to carry out tests and analyzes to examine the effect of price, promotion and quality service to customer loyalty at PT. Media Antar Nusa (Nusanet) Medan. Researchers are interested because it is suspected that the company is not strong enough or extra to make loyal customers, causing competitive competition. The research was conducted at PT. Media Antar Nusa (Nusanet) Medan, having its address at Jalan Haji Misbah Complex Multatuli Indah Blok D No. 1, Hamdan, Medan Maimun District. This type of research is descriptive quantitative. Using the Quantitative Research model in this research approach. The population in this study were 600 customers, which included all consumers at PT. Media Antar Nusa (Nusanet) Medan. Researchers also used 30 customers when testing validity and reliability and 86 customers for sample testing. Hypothesis testing can use multiple regression models. However, before the linear regression analysis was obtained, the model was first tested for classical assumptions including testing for normality, multicollinearity and heteroscedasticity. The conclusion of this study is at the same time a result where the price is 2.670 with a significant value of 0.009 indicating that it is partially significantly affected by customer loyalty at PT. Media Antar Nusa (Nusanet) Medan. Promotion worth 2.172 with a significant value of 0.033 indicates that it is partially significantly affected by Customer Loyalty at PT. Media Antar Nusa (Nusanet) Medan. Service Quality worth 1.391 with a significant value of 0.168 shows that it is partially not affected by Customer Loyalty at PT. Media Antar Nusa (Nusanet) Medan. Price, Promotion and Service Quality worth 5.548 with a significant level of 0.002 in the simultaneous existence of a significant influence on Customer Loyalty at PT. Media Antar Nusa (Nusanet) Medan.

Keywords : *Price, Promotion, Service Quality, Customer Loyalty*