

Pengaruh Kualitas Pelayanan, Harga dan Promosi Terhadap Loyalitas Pelanggan Grab Di Kecamatan Medan Barat

ABSTRAK

Penelitian ini mengkaji pengaruh kualitas layanan, harga, dan promosi terhadap loyalitas pelanggan Grab di Kecamatan Medan Barat. Menggunakan metode kuantitatif deskriptif dengan data dari 95 pelanggan dan analisis menggunakan IBM SPSS Statistics versi 26, ditemukan bahwa kualitas layanan dan promosi berdampak positif, sedangkan harga berdampak negatif terhadap loyalitas pelanggan. Secara keseluruhan, ketiga variabel tersebut memberikan dampak positif terhadap loyalitas pelanggan Grab.

Kata Kunci : Kualitas Pelayanan, Harga, Promosi, Loyaitas Pelanggan.

The Influence Of Service Quality, Price and Promotion On Grab Customers' Loyalty In The West Medan District

ABSTRACT

This study examines the impact of service quality, price, and promotion on customer loyalty to Grab in Medan Barat District. Utilizing a descriptive quantitative method with data from 95 customers and analysis using IBM SPSS Statistics version 26, it was found that service quality and promotion have a positive effect, while price has a negative effect on customer loyalty. Overall, all three variables positively influence Grab customer loyalty.

Keywords: *Service Quality, Price, Promotions, and Customer Loyalty.*