

ABSTRAK

Rahmah Fitriana, 2023: Desain Produk, Citra Merk, Promosi dan Kualitas Produk Terhadap Loyalitas Pelanggan AMDK Merk Sanford (Studi pada PT Sumber Izumi Mas Perkasa).
Dosen Pembimbing: Hj. Iranita, SE., M.Si dan
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Penelitian ini bertujuan untuk menjelaskan Desain Produk, Citra Merk, Promosi Dan Kualitas Produk terhadap Loyalitas Pelanggan AMDK merk Sanford. Populasi dalam penelitian ini adalah Masyarakat Kota Tanjungpinang sebanyak 227.663 Orang. Pengambilan sampel menggunakan teknik berdasarkan kebetulan (*sampling incedental*). Sampel dalam penelitian ini adalah masyarakat yang kebetulan menggunakan produk Air Minum Dalam Kemasan (AMDK) merk Sanford, sehingga didapat sampel penelitian sebanyak 100 Orang. Jenis penelitian ini adalah penelitian kuantitatif. Data primer penelitian berasal dari kuesioner. Data yang terkumpul dan di uji menggunakan *Software Smart PLS 3.0*. Hasil penelitian ditemukan yaitu desain produk tidak berpengaruh terhadap loyalitas pelanggan, citra merk tidak berpengaruh terhadap loyalitas pelanggan, promosi berpengaruh dan signifikan terhadap loyalitas pelanggan, kualitas produk berpengaruh terhadap loyalitas pelanggan. Berdasarkan hasil uji hipotesis nilai berpengaruh dan signifikan terdapat pada variabel promosi (X_3) terhadap loyalitas pelanggan (Y), diperoleh nilai *t-statistic* $8,108 > t\text{-tabel } 1,66$ dan *p-value* $0,000 < \text{nilai signifikansi } 0,05$. Berdasarkan hasil *uji coefficient determination* atau *goodness of fit* (R^2) didapat nilai sebesar $0,688$ ($68,8\%$). Menunjukkan bahwa model penelitian ini kuat karena mampu menjelaskan $68,8\%$ dari keseluruhan penelitian. Sedangkan sisanya $31,2\%$ dijelaskan oleh variabel lain yang tidak di teliti dalam penelitian ini.

Kata Kunci: Desain Produk, Citra Merk, Promosi dan Kualitas Produk Terhadap Loyalitas Pelanggan

ABSTRACT

Rahmah Fitriana, 2023: *Product Design, Brand Image, Promotion and Product Quality on Customer Loyalty of Sanford Brand AMDK (Study at PT Sumber Izumi Mas Perkasa).*

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This study aims to explain Product Design, Brand Image, Promotion and Product Quality on Customer Loyalty of Sanford brand bottled water. The population in this study were 227,663 people in Tanjungpinang City. Sampling using techniques based on chance (incidental sampling). The sample in this study were people who happened to use Sanford brand bottled drinking water (AMDK) products, so that a research sample of 100 people was obtained. This type of research is quantitative research. Primary research data comes from questionnaires. The data collected and tested using Smart PLS 3.0 software. The results of the study found that product design has no effect on customer loyalty, brand image has no effect on customer loyalty, promotion has an effect and is significant on customer loyalty, product quality has an effect on customer loyalty. Based on the results of hypothesis testing, the influential and significant value is found in the promotion variable (X3) on customer loyalty (Y), obtained a t-statistic value of $8.108 > t\text{-table } 1.66$ and a p-value of $0.000 < a \text{ significance value of } 0.05$. Based on the results of the coefficient determination or goodness of fit (R2) test, a value of 0.688 (68.8%) is obtained. Indicates that this research model is strong because it is able to explain 68.8% of the overall research. While the remaining 31.2% is explained by other variables not examined in this study.

Keywords: *Product Design, Brand Image, Promotion and Product Quality on Customer Loyalty*