

ABSTRAK

PENGARUH ADVERTISING, SALES PROMOTION, DAN PUBLIC RELATIONS TERHADAP CONSUMER LOYALTY DI ERA DIGITALISASI

(Survei pada Konsumen CV. Jaya Bakery di Bandar Lampung)

Oleh

DESWITA SARI

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *advertising*, *sales promotion* dan *public relations* terhadap loyalitas konsumen dalam melakukan pembelian produk pada CV. Jaya Bakery di Bandar Lampung. Variabel bebas yang digunakan pada penelitian ini yaitu *Advertising* (X_1), *Sales Promotion* (X_2), *Public Relations* (X_3) serta *Consumer Loyalty* sebagai variabel terikat. Jenis penelitian ini *explanatory research* dengan metode penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen yang merupakan *followers* instagram CV. Jaya Bakery, data tersebut diperoleh dari kuesioner dengan menggunakan skala *likert* yang disebarluaskan melalui google *form* ke media sosial instagram melalui *direct message*. Sampel pada penelitian ini berjumlah 391 responden yang diambil dengan menggunakan teknik *insidental sampling*. Data pada penelitian ini dianalisis dengan menggunakan analisis regresi linear berganda dengan alat bantu SPSS 29.0. Hasil penelitian ini menunjukkan bahwa variabel *advertising* secara parsial tidak berpengaruh signifikan terhadap *consumer loyalty*, variabel *sales promotion* secara parsial berpengaruh signifikan terhadap *consumer loyalty*, variabel *public relations* secara parsial berpengaruh signifikan terhadap *consumer loyalty*. Sedangkan hasil secara simultan variabel *advertising*, *sales promotion* dan *public relations* berpengaruh signifikan terhadap *consumer loyalty* dalam melakukan pembelian produk pada CV. Jaya Bakery di Bandar Lampung dengan nilai *R Square* sebesar 0,527 atau 52,7%.

Kata Kunci: *Advertising, Sales Promotion, Public Relations, Consumer Loyalty*

ABSTRACT

THE INFLUENCE OF ADVERTISING, SALES PROMOTION, AND PUBLIC RELATIONS ON CONSUMER LOYALTY IN THE ERA OF DIGITALIZATION

(Consumer Survey of CV. Jaya Bakery in Bandar Lampung)

By

DESWITA SARI

This study aims to determine how much influence advertising, sales promotion and public relations on consumer loyalty in purchasing products at CV. Jaya Bakery in Bandar Lampung. The independent variables used in this study are Advertising (X_1), Sales Promotion (X_2), Public Relations (X_3) as well as Consumer Loyalty as the dependent variable. This type of research explanatory research with quantitative research methods. The population in this study are consumers who are followers Instagram CV. Jaya Bakery, the data was obtained from a questionnaire using a scale likert which is spread through google form to instagram social media via direct message. The sample in this study amounted to 391 respondents who were taken using the technique incidental sampling. The data in this study were analyzed using multiple linear regression analysis with the SPSS 29.0 tool. The results of this study indicate that variable advertising partially no significant effect on consumer loyalty, variable sales promotion partially significant effect on consumer loyalty, variable public relations partially significant effect on consumer loyalty. While the results are simultaneously variable advertising, sales promotion and public relations significant effect on consumer loyalty in purchasing products at CV. Jaya Bakery in Bandar Lampung with value R Square of 0.527 or 52.7%.

Keywords: Advertising, Sales Promotion, Public Relations, Consumer Loyalty