

## ABSTRAK

Penelitian ini dilakukan berdasarkan fenomena yang terjadi bahwa Qwerty Koffie masih belum maksimal dalam menerapkan lokasi, promosi penjualan yang dapat mempengaruhi kepuasan konsumen serta dapat mempengaruhi loyalitas pelanggan. Penelitian ini menggunakan metode kuantitatif. Populasi penelitian berjumlah 9.159 konsumen dengan sampel penelitian hasil perhitungan berjumlah 88 konsumen. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data dilakukan secara statistik deskriptif, verifikatif, uji instrument, uji asumsi klasik, analisis path (*path analysis*). Hasil penelitian menunjukkan bahwa lokasi berpengaruh positif dan signifikan terhadap kepuasan konsumen. Promosi penjualan berpengaruh positif dan signifikan terhadap kepuasan konsumen. Lokasi, promosi penjualan dan kepuasan konsumen berpengaruh signifikan terhadap loyalitas pelanggan baik secara simultan maupun parsial. Secara parsial lokasi memberikan pengaruh terhadap loyalitas pelanggan sebesar 12,7% sedangkan promosi penjualan memberikan pengaruh sebesar 11,3% terhadap loyalitas pelanggan dan kepuasan konsumen memberikan pengaruh sebesar 51,0% terhadap loyalitas pelanggan.

**Kata Kunci:** Lokasi, Promosi Penjualan, Kepuasan Konsumen dan Loyalitas Pelanggan

## ABSTRACT

*This research was conducted based on the phenomenon that occurs that Qwerty Koffie is still not optimal in applying location, sales promotions that can influence consumer purchasing decisions and can affect consumer loyalty. This study uses quantitative methods. The research population amounted to 9,159 consumers with the research sample calculated as many as 88 consumers. Data collection techniques using a questionnaire. The data analysis technique was done statistically descriptive, verification, instrument test, classical assumption test, path analysis (path analysis). The results of the study show that location has a positive and significant effect on customer satisfaction. Sales promotion has a positive and significant effect on consumer satisfaction. Location, sales promotion and customer satisfaction have a significant effect on consumer loyalty either simultaneously or partially. Partially, location has an effect on consumer loyalty of 12.7%, while sales promotion has an effect of 11.3% on consumer loyalty and consumer satisfaction has an influence of 51.0% on consumer loyalty.*

**Keywords:** *Location, Sales Promotion, Consumer Satisfaction and Consumer Loyalty*