ABSTRAK

Kristiani Sitanggang NIM: 7222250002. Pengaruh *Sales promotion* Dan *E-Service Quality* Terhadap *Customer Loyalty* Pada Layanan Transportasi *Online* Gojek (Studi Pada Mahasisawa Prodi Bisnis Digital Universitas Negeri Medan).

Penelitian ini bertujuan untuk mengetahui pengaruh *Sales promotion* dan *E-Service Quality* terhadap *Customer Loyalty* pada layanan transportasi *online* Gojek studi pada Mahasiswa Bisnis Digital Universitas Negeri Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linear berganda. Sampel penelitian berjumlah 195 responden yang diperoleh melalui penyebaran kuesioner. Pengolahan data dilakukan dengan bantuan perangkat lunak SPSS versi 23. Berdasarkan hasil penelitian, variabel *Sales promotion* menunjukkan pengaruh yang positif dan signifikan terhadap Loyalitas Konsumen, ditunjukkan oleh nilai t_{hitung} sebesar 8,495 > t_{tabel} sebesar 1,972 dan signifikansi 0,000 < 0,05. Variabel *E-Service Quality* juga menunjukkan pengaruh yang positif dan signifikan terhadap *Customer Loyalty* dengan nilai t_{hitung} sebesar 9,998 > t_{tabel} sebesar 1,972 dan signifikansi 0,000 < 0,05. Secara simultan, kedua variabel tersebut memberikan kontribusi sebesar terhadap *Customer Loyalty* dengan F_{hitung} sebesar 306,987 > F_{tabel} sebesar 3,040 dan signifikansi 0,000 < 0,05. Nilai koefisien determinasinya 0,759 menunjukkan bahwa 75,9% variasi *Customer Loyalty* dapat dijelaskan oleh variabel *Sales promotion* dan *E-Service Quality*, sedangkan 24,1% sisanya dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : ***Sales promotion, E-Service Quality, Customer Loyalty***

ABSTRACT

Kristiani Sitanggang NIM: 7222250002. The Effect Of Sales promotion And E-Service Quality On Customer Loyalty In Gojek Online Transportation Services (A Study On Digital Business Students, State University Of Medan).

This study aims to determine the effect of Sales promotion and E-Service Quality on Customer Loyalty in Gojek online transportation services, with a focus on Digital Business students at Universitas Negeri Medan. This research employed a quantitative approach using multiple linear regression analysis. The research sample consisted of 195 respondents who were selected through questionnaire distribution. Data processing was conducted using SPSS version 23 software. The results showed that the Sales promotion variable had a positive and significant effect on Customer Loyalty, as indicated by the t-value of 8.495, which was greater than the t-table value of 1.972, with a significance value of 0.000 < 0.05. Furthermore, the E-Service Quality variable also had a positive and significant effect on Customer Loyalty, with a t-value of 9.998 > 1.972 and a significance value of 0.000 < 0.05. Simultaneously, Sales promotion and E-Service Quality had a significant effect on Customer Loyalty, as shown by the F-value of 306.987 > F-table value of 3.040, with a significance value of 0.000 < 0.05. The coefficient of determination (R^2) of 0.759 indicates that 75.9% of the variation in Customer Loyalty can be explained by Sales promotion and E-Service Quality, while the remaining 24.1% is influenced by other variables not examined in this study.

Keywords : Sales promotion, E-Service Quality, Customer Loyalty