

The Influence Of Price, Promotion And Location On Consumer Loyalty At PT. Karya Sukses Maju Bersama

Pengaruh Harga, Promosi Dan Lokasi Terhadap Loyalitas Konsumen Pada PT. Karya Sukses Maju Bersama

Salman Faris¹, Jansen Layoji², Rivandy Anggesti³, Nasib⁴

Universitas Prima Indonesia^{1,2,3}

Universitas Mahkota Tricom Unggul⁴

salmanfaris@unprimdn.ac.id¹

*Corresponding Author

ABSTRACT

This study examines and analyzes the effect of price, promotion and location on consumer loyalty at PT. Karya Sukses Maju Bersama. The research method used in this study uses a quantitative research method with a type of quantitative descriptive research that is explanatory. This analysis method uses software tools from SPSS 25 to analyze the results of the calculations of tests, such as classical assumption testing and multiple linear regression. The population in this study are all customers of PT. Karya Sukses Maju Bersama. . The sampling technique in this study used accidental sampling. The number of non-probability samples is 100 consumers, namely by determining 10 customers for 10 days of research. The data analysis method used is multiple linear regression. The results of the f test research where the result is that F count > F table (18.825 > 2.70) and a significant 0.000 < 0.05 indicates Price, Promotion and Location on Customer Loyalty at PT simultaneously. Successful Work Moving Forward Together. The results of the t test research where Price, Promotion and Location partially have a positive and significant effect on the valid price of Customer Loyalty at PT. Karya Sukses Maju Bersama. The results of the analysis of the coefficient of determination obtained an Adjusted R² value of 0.148, meaning that the variation of the Price (X₁), Promotion (X₂) and Location (X₃) variables on Customer Loyalty (Y) is 35.1%. In comparison, the remaining 64.9% is explained by other variables which were not used in this study.

Keywords: Price, Promotion, Location, Customer Loyalty

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis Pengaruh Harga, Promosi dan Lokasi terhadap Loyalitas Konsumen pada PT. Karya Sukses Maju Bersama. Metode penelitian yang digunakan dalam penelitian ini menggunakan metode penelitian kuantitatif dengan jenis penelitian deskriptif kuantitatif yang bersifat *explanatory research*. Metode analisis ini menggunakan alat bantu *software* dari SPSS 25 untuk mengurai hasil perhitungan uji-uji dilakukan seperti pengujian asumsi klasik dan regresi linear berganda. Populasi pada penelitian ini adalah seluruh pelanggan PT. Karya Sukses Maju Bersama. . Teknik penarikan sampel dalam penelitian ini menggunakan *accidental sampling*. Jumlah sampel non probability sebanyak 100 konsumen yaitu dengan menentukan 10 pelanggan untuk 10 hari penelitian. Metode analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian uji f dimana hasil bahwa F hitung > F tabel (18,825 > 2,70) dan signifikan 0.000 < 0.05 menunjukkan secara simultan Harga, Promosi dan Lokasi terhadap Loyalitas Pelanggan pada PT. Karya Sukses Maju Bersama. Hasil penelitian uji t dimana Harga, Promosi dan Lokasi secara parsial berpengaruh positif dan signifikan terhadap Harga sah Loyalitas Pelanggan pada PT. Karya Sukses Maju Bersama. Hasil analisis koefisien determinasi diperoleh nilai *Adjusted R²* sebesar 0.148, artinya variasi variabel Harga (X₁), Promosi (X₂) dan Lokasi (X₃) terhadap Loyalitas Pelanggan (Y) adalah sebesar 35.1%, sedangkan sisanya sebesar 64,9% dijelaskan oleh variabel lain yang tidak digunakan dalam penelitian ini.

Kata Kunci: Harga, Promosi, Lokasi, Loyalitas Pelanggan

1. Introduction

In this globalization era, it promises new business opportunities and challenges for companies operating in Indonesia, where the globalization era will expand the market for products from Indonesian companies and on the other hand this situation will lead to increasingly fierce competition. Therefore, marketers must be good at dealing with competition, business development and to earn profits so that companies can develop their products, set prices, hold promotions and distribute products effectively. PT. Karya Sukses Maju Bersama is one of the many retail businesses. The company which is located at Jl. Mangkubumi, No. 3-5, Ex. District flow New Medan, Medan City has developed several outlets in several Medan cities. This company offers various products consisting of various human needs for prospective customers. Seeing the increasingly fierce competition, PT. Karya Sukses Maju Bersama must be able to compete with other retail companies by mobilizing all their abilities but there has been a decline in sales

of PT. Karya Sukses Maju Bersama which can be seen in table below:

Table 1. Sales Report At PT. Karya Sukses Maju Bersama In 2017-2021

Year	Sale	Number of Quantities
2017	10.099.702.979	48.913
2018	10.574.324.676	49.134
2019	9.787.716.896	47.712
2020	10.997.279.505	49.635
2021	10.070.254.476	48.834

Source: PT. Success Work Moving Forward Together, 2022

In Table 1 it can be concluded that sales at PT. Karya Sukses Maju Bersama from 2017-2021 tends to experience a decline. Factors causing the decline in company sales due to decreased customer loyalty. Decrease in customer loyalty can be caused by several factors which include price, promotion and location.

Price will have an impact on customer loyalty. Price is the amount of money charged for a product or service, or the value exchanged by consumers for the benefits of having or using the product or service. Price is an important factor for companies in making sales. Price plays an important role in communicating the service quality (Laksana & Hirawati, 2022:510). Consumers consider Price very important because they can measure whether a product is expensive or cheap. But the price at PT. Karya Sukses Maju Bersama is relatively expensive compared to other competitors and price discounts are rare on products sold at PT. Karya Sukses Maju Bersama

Promotion will have an impact on customer loyalty. Promotion is a marketing activity to communicate information about the company and its products to consumers, creating demand. The more promotions the company carries, the higher the possibility that consumers will get notification. Promotion requires combining individual methods, such as advertising, sales, and personal promotion in harmonized rights (Muhtarom & Zulyanti, 2022: 103). Promotion problems at PT. Karya Sukses Maju Bersama is the rare occurrence of events or posts on social media about PT. Karya Sukses Maju Bersama.

Location will have an impact on customer loyalty. Location is each layer of marketing intermediaries that will perform some kind of task in bringing the product and ownership closer to the final buyer. The location chosen by the entrepreneur should be a location that is close to the market, because choosing a location close to the market will make it easier for consumers to buy the products they need or want. Location is also an important aspect of the service marketing mix, as well as the decision to choose a location which is an important decision for achieving success (Putri & Utomo, 2021:97). However, there are problems with PT. Karya Sukses Maju Bersama, such as a relatively narrow parking lot, so that traffic jams often occur in the parking lot.

2. Literature Review

Price Influence Theory on Customer Loyalty

According to (Indrasari, 2019) Prices are values expressed in rupiah. but in other circumstances the price is defined as the amount paid by the buyer. In this case, price is a way for a seller to differentiate his offering from competitors. So that pricing can be considered as part of the product differentiation function in marketing.

According to (Satriadi & Manawir, 2021) price is a value expressed in rupiah for exchange/transaction or an amount of money consumers must pay to obtain goods and services. Customers will be loyal if the company sets product prices proportional to the value of the benefits provided to customers.

According to (Indrasari, 2019) six indicators characterize prices. The six indicators are:

1. Affordability
2. Conformity of price with product quality
3. Price competitiveness
4. Price suitability with benefits
5. Prices can influence consumers in making decisions

Theory of the Effect of Promotion on Customer Loyalty

According to (Sitorus and Utami, 2017) Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing products and services.

According to (Firmansyah, 2020), promotion is a way for companies to communicate through messages that are designed to stimulate awareness, interest, and end with purchasing actions taken by customers for products or services. company services. Promotion emphasizes the importance of consumer loyalty, because if the promotion becomes higher, consumers can further improve the product or service to increase purchasing decisions and customer loyalty.

According to (Firmansyah, 2020) indicators of promotion are as follows:

1. Advertising (Advertising)
2. Personal Selling (Personal Sales)
3. Sales Promotions
4. Public Relations
5. Direct Marketing

Theory of the Effect of Location on Customer Loyalty

According to (Alma, 2019), the location is where the company carries out activities to produce goods and services that are concerned with the economic aspect. Meanwhile, according to (Kolter & Armstrong, 2018), a location is a place where a company operates and produces goods and services and the choice of a company location determines the success of a business. Choosing the right location and close to the customer's environment will positively impact increasing loyalty.

According to (Tjiptono, 2020) Selection of a physical place/location requires careful consideration of the following factors:

1. Access, for example, a location that is traversed or easy to reach by public transportation facilities.
2. Visibility, namely the location or place that can be seen clearly from normal visibility.
3. Traffic (traffic), involves two main considerations.
4. Spacious, comfortable and safe parking area for both two-wheeled and four-wheeled vehicles.
5. Expansion is the availability of a large enough place if there is an expansion.
6. Environment, namely the surrounding area supports the product offered.
7. Competition, namely the location of competitors.
8. Government regulation.

Framework

The following is a framework in this study:

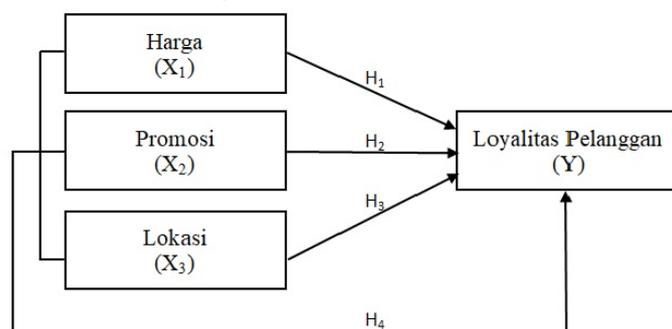


Figure 1. Thinking FrameworkH ipotesis Penelitian

The hypothesis in this research as follows:

- H1 : Price affects customer loyalty on PT. Karya Sukses Maju Bersama.
- H2 : Promotion affects customer loyalty in PT. Karya Sukses Maju Bersama.
- H3 : Location affects customer loyalty to PT. Karya Sukses Maju Bersama.
- H4 : Price, promotion and location affect customer loyalty at PT. Karya Sukses Maju Bersama.

3. Research Methods

The research approach used is the quantitative approach. The type of research used in this research is descriptive and quantitative. The nature of the research in this research is Explanatory Research.

Population then Sample

The population of this research is all customers in PT. Sukses Karya Sukses Maju Bersama. The sampling technique in this research uses accidental sampling. According to (Sugiono, 2016), Sampling by accidental sampling, namely the determination sample technique with a sempelung method, that is, anyone who is currently sampling with religion can be made as a sample, if from the point of view of the person who is interfering it is suitable as a data source. The number of non-probability samples is as high as 100 consumers, namely with 10 consumer samples for 10 days of processing.

Data Feeder Techniques

According to (Sugiyono, 2016), the data collection technique uses the questionnaire method, interviews and documentation studies for the order. According to Sugiyono (2016:194), the source of data used in this writing is primary data and secondary data

Operational Definition of Research Variables

The following are some operational definitions of research variables that will be used in this study as follows:

Table 2. Operational Definition of Research Variables

Variabel	Definisi	Indikator	Skala
Price (X_1)	Value stated in rupiah. but in other circumstances the price is defined as the amount paid by the buyer. Indrasari (2019:36)	<ol style="list-style-type: none"> Affordability Conformity of price with product quality Price competitiveness Price suitability with benefits Prices can influence consumers in making decisions Indrasari (2019:42) 	Likert
Service quality (X_2)	Communication activities carried out by the owner of the product or service provided to the public with the aim of the product or service, company name and brand being known to the public as well as being able to influence the community to use the service or product Satrida dan Wanawir (2021:93)	<ol style="list-style-type: none"> Advertising (Advertising) Personal Selling (Personal Sales) Sales Promotions Public Relations Direct Marketing Firmansyah (2020:279)	Likert
Lokasi (X_3)	Location is where the company carries out activities to produce goods and services concerned with the economy. Alma (2019:103)	<ol style="list-style-type: none"> Access VisibilityTraffic Large parking area Expansion Environment Competition Government regulation. Kotler dan Armstrong (2018:51)	Likert
Consumer Loyalty (Y)	strong commitment from customers to re-subscribe or re-purchase preferred products/services consistently in the future, even though situational influences and marketing efforts can potentially cause switching behavior. Firmansyah (2020:331)	<ol style="list-style-type: none"> Make regular repurchases. Buy other product lines. Provide references to others. Demonstrates immunity to attractiveness from competitors. Ratnasari dalam Wati dan Aprileny (2020:41)	Likert

Validity test

According to (Ghozali, 2018), a valid test is used to measure whether or not a questionnaire is valid or valid, where a questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. To measure whether the data is valid or not, it can be seen from the Pearson Correlation results, which are not below 0.361 and significantly below 0.05.

Test Reliability

According to (Ghozali, 2018), reliability is a tool for measuring a questionnaire that indicates a variable or construct. Reliability is said to be good if it has a Cronbach's Alpha value greater than 0.60

Normality test

According to (Ghozali, 2018), the normality test aims to test whether the confounding or residual variables in the regression model have a normal distribution. There are two ways to detect whether the residuals are normally distributed or not, namely by graphical analysis and statistical tests. Using graphs can be tested in two ways: the Histogram graph and the Normal Probability Plot graph. As for the statistical test that can be used to test the normality of the residuals is the non-parametric Kolmogorov-Smirnov (K-S) statistical test.

Test the Validity and Reliability of Variable Instruments**Validity test**

According to (Ghozali, 2018) a valid test is used to measure whether a questionnaire is valid or not, where a questionnaire is said to be valid if the questions in the questionnaire can reveal something that the questionnaire will measure. . To measure whether the data is valid or not, it can be seen from the Pearson Correlation results which are not below 0.361 and significantly below 0.05.

Uji Reliability

According to (Ghozali, 2018), reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. Reliability is said to be good if it has a Cronbach's Alpha value greater than 0.60

Classic assumption test**Normality test**

According to (Ghozali, 2018), the normality test aims to test whether the confounding or residual variables in the regression model are normally distributed. There are two ways to detect whether the residuals are normally distributed or not, namely by graphical analysis and statistical tests. Testing using graphs can be done in two ways, namely testing the Histogram graph and testing the Normal Probability Plot graph. The statistical test that can be used to test the normality of the residuals is the non-parametric Kolmogorov-Smirnov (K-S) statistical test.

$$Y = a + b_1X_1 - b_2X_2 + b_3X_3 + e$$

Hypothesis Determination Coefficient

According to (Ghozali, 2018), the coefficient of determination (R²) essentially measures how far the model's model can explain the independent variables' variation. R² value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. In contrast, an R² value that is close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

Simultaneous Hypothesis Testing

According to (Ghozali, 2018), the F test aims to find out whether the independent (independent) variables jointly affect the dependent (dependent) variable. To find out if the proposed hypothesis is accepted or rejected, it is done by comparing F_{count} with F_{table} at the 5% confidence level ($\alpha = 0.05$) with the condition that if F_{count} > F_{table} then the hypothesis is accepted and vice versa.

Partial Hypothesis Testing (t)

According to (Ghozali, 2018), the statistical t test basically shows how far the influence of one independent variable has on the dependent variable by assuming other variables are constant.

According to (Ghozali, 2013), to find out whether the proposed hypothesis is accepted or rejected is done by comparing tcount with ttable at a 5% confidence level ($\alpha = 0.05$) with the condition that if tcount > ttable or -tcount < -ttable hypothesis is accepted.

4. Results And Discussion

Validity test

Table 3. Result of Validity Test

Question	Harga		Promosi		Lokasi		Loyalitas	
	Pearson Correlation	Signifikan						
1	0.675	0.000	0.606	0.000	0.432	0.017	0.515	0.004
2	0.563	0.001	0.574	0.001	0.705	0.000	0.696	0.000
3	0.604	0.000	0.683	0.000	0.538	0.002	0.813	0.000
4	0.820	0.000	0.859	0.000	0.457	0.011	0.576	0.001
5	0.792	0.000	0.505	0.004	0.497	0.005	0.775	0.000
6	0.383	0.037	0.622	0.000	0.385	0.036	0.522	0.003
7	0.610	0.000	0.545	0.002	0.517	0.003	0.809	0.000
8	0.563	0.001	0.435	0.016	0.705	0.000	0.795	0.000
9	0.648	0.000	0.683	0.000	0.601	0.000		
10	0.605	0.000	0.794	0.000	0.641	0.000		

Based on table 3, the results of the instrument questionnaire test obtained from the variables Price, Promotion, Location and Loyalty have a value greater than 0.361 and a significance value less than 0.05. Thus it can be concluded that all questions from the variables Price, Promotion, Location and Loyalty used are valid

Reliability Test

Table 4. of Reliability Test Results

Variable Name	Cronbach's Alpha	N of Items
Price	0.825	10
Promotion	0.824	10
Location	0.737	10
Loyalty	0.841	8

Based on table 4, the reliability value of each instrument obtained from the variables Price, Promotion, Location and Loyalty is greater than Cronbach Alpha 0.60 so that it can be concluded that all variables are reliable and can be used for research.

Descriptive Statistical Analysis

Table 5. of Descriptive Statistics Analysis Results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Price	100	11.00	33.00	22.2600	5.13577
Promotion	100	14.00	42.00	31.3800	5.41002
Location	100	17.00	45.00	34.1100	4.81558
Loyalty	100	14.00	31.00	23.5700	3.65772
Valid N (listwise)	100				

Source: Research Results, 2023

From Table 5 it can be seen that the amount of data used is as many as 100 people who are customers at PT. Karya Sukses Maju Bersama, the price variable has a minimum value of 11 and a maximum value of 33 with an average of 22.2600 and a standard deviation of 5.13577. The promotion variable has a minimum value of 14 and a maximum value of 42 with an average of 31.3800 and a standard deviation of 5.41002. The location variable has a minimum value of 17 and a maximum value of 45 with an average value of 34.1100 and a standard deviation of 4.81558. The performance variable has a

minimum value of 14 and a maximum value of 31 with an average value of 23.5700 and a standard deviation of 3.65772.

Normality test

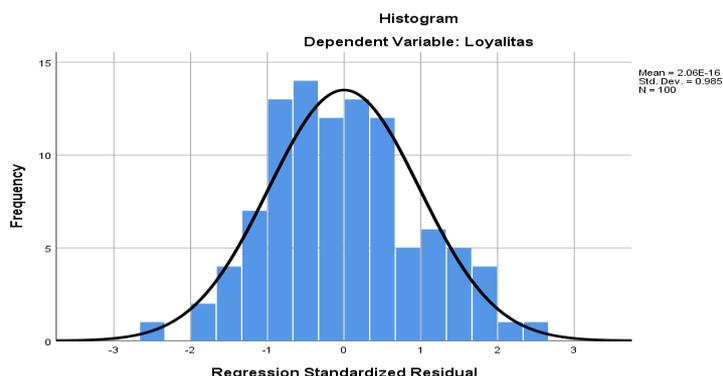


Figure 2. Of Normality Test Results With Histogram Graph

Source: Research Results, 2023

In the picture above, it can be seen that the bell-shaped line does not deviate to the left or right. This shows that the data is normally distributed and meets the normality assumption.

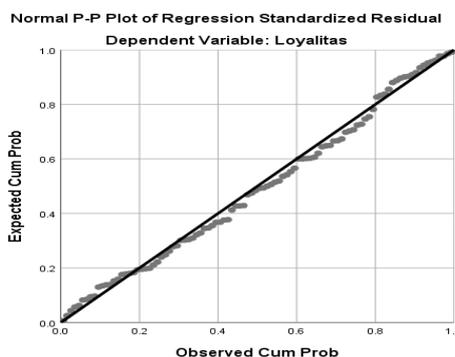


Figure 3. of Normality Test Results with the Probability Plot Method

Source: Research Results, 2023

The figure shows that the data spreads around the diagonal line and follows the direction of the diagonal line. This explains that the regressed data in this study are normally distributed.

Table 6. of Normality Test Results of the One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.90231453
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.044
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Sumber: Hasil Penelitian, 2023

Based on table 6, it shows that the K-S value obtained is 0.055 with a significance of 0.200, because the significant value obtained is greater than 0.05, this means that H1 is accepted, meaning that the residual data is normally distributed.

Multicollinearity Test

Table 7. Of Multicollinearity Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.064	2.250		3.140	.002		
Price	.140	.061	.196	2.297	.024	.896	1.116
Promotion	.159	.078	.236	2.054	.043	.498	2.007
Location	.246	.087	.324	2.844	.005	.505	1.979

a. Dependent Variable: Loyalitas

Source: Research Results, 2023

In Table 7 the VIF value for the price variable is 1.116, promotion is 2.007, and location is 1.979 which is less than 10 and the Tolerance value for the price variable is 0.896, promotion is 0.498, and location is 0.505 which is more than 0.10. This shows that there are no symptoms of multicollinearity. Based on the calculation of the Tolerance value also shows that there is no independent variable that has a Tolerance value of less than 0.10 and the results of the calculation of the Variance Inflation Factor (VIF) value also show the same thing, there is not one independent variable that has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

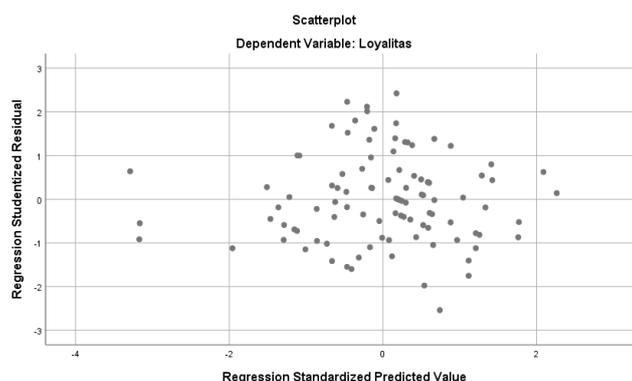


Figure 4. of Heteroscedasticity Test Results

Source: Research Results, 2023

In the figure, it can be seen that the dots do not form specific patterns and are scattered both above and below the number 0 on the Y axis and based on this figure, heteroscedasticity does not occur so that the regression model is feasible to use.

Table 8. of Glejser Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.939	1.320		2.227	.028		
Harga	-.043	.036	-.126	-1.193	.236	.896	1.116
Promosi	.069	.046	.216	1.522	.131	.498	2.007
Lokasi	-.054	.051	-.150	-1.066	.289	.505	1.979

a. Dependent Variable: abs

Sumber: Hasil Penelitian, 2019

Dari Tabel 8 hasil uji heteroskedastisitas, nilai koefisien regresi dari masing-masing variabel bebas dalam model regresi nilai absolut residual ini tidak signifikan secara statistik ($\text{sig} > 0,05$), maka dapat disimpulkan tidak terjadi heteroskedastisitas.

Results of Research Data Analysis

Multiple Linear Regression Equation Analysis

Table 9. of Multiple Linear Regression Test Results

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta	t		Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	7.064	2.250		3.140	.002					
Harga	.140	.061	.196	2.297	.024	.361	.228	.186	.896	1.116
Promosi	.159	.078	.236	2.054	.043	.522	.205	.166	.498	2.007
Lokasi	.246	.087	.324	2.844	.005	.545	.279	.230	.505	1.979

a. Dependent Variable: Loyalitas

Sumber: Hasil Penelitian, 2019

From the table of sales results of multiple linear regression are as follows:

$$\text{Loyalty} = 7.064 + 0.140 \text{ Price} + 0.159 \text{ Promotion} + 0.246 \text{ Location}$$

The regression reaction has the following meaning.

1. The value of the constant a is 7,064 meaning that if there is no Price (X1), Promotion (X2) and Location (X3) = 0, then Customer Loyalty will be worth 7,064 units.
2. The price variable (X1) is 0.071 indicating that if the price increases by 100%, it will increase customer loyalty by 7.1%. The magnitude of the effect of price on customer loyalty is 7.1% (the result of added value of Beta and Zero-order). Which means that the price contribution to customer loyalty is 7.1% as a result of the price indicator variables (X1) and beyond that it is likely to be influenced by variables not included in this study. This can be seen from the standard coefficient values in table III.7.
3. The Promotional Variable (X2) of 0.123 indicates that if it increases by 100%, it will increase customer loyalty by 12.3%. The magnitude of the effect of promotion on customer loyalty is 12.3% (the result of added value of Beta and Zero-order). Which means the promotion contribution to customer loyalty is 12.3% as a result of the promotion variable indicators (X2) and beyond that it is likely to be influenced by variables not included in this study. This can be seen from the standard coefficient values in table III.7
4. The location variable (X3) is 0.176 indicating that if the location increases by 100%, it will increase customer loyalty by 17.6%. The magnitude of the influence of location on customer loyalty is 17.6% (the result of added value of Beta and Zero-order). Which means that the contribution of location to customer loyalty is 17.6% as a result of the location variable indicators (X3) and beyond that it is likely to be influenced by variables not included in this study. This can be seen from the standard coefficient values in table III.7

Coefficient of Determination (R2)

Table 10. of Determination Coefficient Value (R Square)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609 ^a	.370	.351	2.94731

a. Predictors: (Constant), Lokasi, Harga, Promosi

b. Dependent Variable: Loyalitas

Source: Research Results, 2023

Based on Table 10, it explains the magnitude of the correlation value or relationship (R) between Price (X1), Promotion (X2) and Location (X3) and Customer Loyalty (Y), namely the Adjusted R Square of 0.351 which implies that the influence of the independent variable (Price, Promotion and Location) to the dependent variable (Customer Loyalty) is 35.1%. This shows that the independent variable is only able to explain the variation in the dependent variable change of 35.1% while the remaining 64.9% is explained by other variables not used in this study.

Hypothesis Testing F-Test

Table 11. of F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	490.590	3	163.530	18.825	.000 ^b
	Residual	833.920	96	8.687		
	Total	1324.510	99			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Lokasi, Harga, Promosi

Source: Research Results, 2023

In the output table it can be seen that F count > F table ($18.825 > 2.70$), then H1 is accepted, meaning that because F count is greater than F table and the significance does not exceed 0.05, it can be concluded that there is a significant simultaneous positive effect between price, Promotion and Location of Customer Loyalty at PT. Karya Sukses Maju Bersama.

Hypothesis Testing t-test

Table 12. Of t-test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.064	2.250		3.140	.002		
	Price	.140	.061	.196	2.297	.024	.896	1.116
	Promotion	.159	.078	.236	2.054	.043	.498	2.007
	Location	.246	.087	.324	2.844	.005	.505	1.979

a. Dependent Variable: Loyalitas

Source: Research Results, 2023

In Table 12, the partial test results obtained the following results:

1. The value of t count is $2.297 > t$ table is 1.98472 or the value of Sig t ($0.024 < \alpha$ (0.05)). Thus, X1 has an effect on Y.
2. The value of t count is $2.054 > t$ table is 1.98472 or the value of Sig t ($0.043 < \alpha$ (0.05)). Thus, X2 has no effect on Y
3. The value of t count is $2.844 > t$ table is 1.98472 or the value of Sig t ($0.005 < \alpha$ (0.05)). Thus, X3 has an effect on Y.

5. Conclusion

Price has a positive and significant effect on Customer Loyalty (Y) PT. Karya Sukses Maju Bersama. Promotional has no significant effect on Customer Loyalty (Y) PT. Karya Sukses Maju Bersama. Location has a positive and significant effect on Customer Loyalty (Y) PT. Karya Sukses Maju Bersama. Promotion and Location has a significant and significant effect on Customer Loyalty (Y) PT. Karya Sukses Maju Bersama.

References

- Alma, B. (2018). *Manajemen Pemasaran & Pemasaran Jasa (Pertama)*. Alfabeta.
- Andriani, J. (2022). *Kewirausahaan Untuk Mahasiswa dan UMKM*. Indramayu: CV. Adanu Abimata.
- Astuti, M., & Amanda, A. R. (2020). *PENGANTAR MANAJEMEN PEMASARAN*. Yogyakarta: DEEPUBLISH.
- Firmansyah, M. A. (2018b). *Perilaku Konsumen (Sikap dan Pemasaran) (Pertama)*. Grup Penerbit CV Budi Utama.
- Ghozali, I. (2018). *APLIKASI ANALISIS MULTIVARIATE*. Semarang: Badan Penerbit Universitas Diponegoro
- Indrasari, M. (2019). *Pemasaran & Kepuasan Pelanggan (Unitomo Press (ed.); Pertama)*.
- Nurdelila, Harahap, N. H., & Joesah, N. (2022). *Buku Ajar Kewirausahaan*. CV. Feniks Muda Sejahtera.
- Tjiptono, F. (2020). *Service Management - Mewujudkan Layanan Prima*. Yogyakarta: ANDI.
- Putri, D. E., Sudirman, A., & Suganda, A. D. (2021). *BRAND MARKETING*. BANDUNG: Widina Bhakti Persada.
- Romindo, Muttaqin, & Saputra, D. H. (2019). *E-Commerce : Implementasi, Strategi dan Inovasinya*. Yayasan Kita Menulis.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.