

ABSTRACT

The Influence of Promotion, Service Quality, and membership Program on Consumer Loyalty at Family Mart Sawangan Depok Rullyandi Hidayat ¹⁾, Zulkifli, S.E., M.M. ²⁾

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The diverse retail industry in Indonesia is increasingly giving rise to strong competition. This is driven by many factors, one of which is an increase in consumption and changes in people's increasingly consumptive lifestyles. Therefore, a retail needs the right strategy to be able to compete and become the choice of consumers. One of the retail industries that is quite well known today is Family Mart. Family Mart is also a type of retail which is also a convenience store industry which is quite well known in Indonesia. Family Mart branches in Indonesia alone have more than 250 outlets spread across a number of regions. One of the Family Mart outlets is located on Sawangan Depok. This outlet is facing challenges, namely in terms of poor ratings and reviews on a well-known online application, namely Google Maps. This research was conducted to determine the effect of promotions, service quality, and membership programs on consumer loyalty at Family Mart, Sawangan District, Depok City, taking into account the low rating of Family Mart which only got 2.2 and the many complaints from consumers who shop there as the reason for this research. This research uses a quantitative approach with an associative type of research. Primary data was collected through an online questionnaire from 180 respondents who had made purchases and were members at Family Mart in the last month. The analysis method used is multiple linear regression with the help of IBM SPSS 25 software. The research results are expected to explain the simultaneous and partial relationship between the three independent variables (Promotion, service quality,

and membership) on the dependent variable (consumer loyalty). The findings from this study contribute to the development of literature in the field of retail marketing, especially in the convenience store industry, as well as providing strategic recommendations for Family Mart management in preparing and formulating promotions, Service Quality and membership Programs to increase consumer loyalty more effectively.

Keywords: *Promotion, Service Quality, membership, Family Mart, Consumers, Sawangan Depok, Marketing, Retail Industry.*

