## *ABSTRACT*

**HENDAR RUBEDO "The Influence of Service Marketing Activities to the Consumers Loyalty (survey on undergraduate student 8th semester at indonesian computer university)" under the guidance of Mrs. Raeny Dwisanti, SE., MSi.**

The marketing mix is a tool for marketers that consists of various elements of a marketing program that should be considered that the implementation of marketing and positioning strategy set can be run successfully. Services marketing mix includes seven elements, including product, price, place, promotion, people, physical facilities and process. Meanwhile, consumer loyalty is a customer who has some special characteristics of which make regular repeat purchases, buying out product lines or services, refer to others, and demonstrate immunity to the pull of competitors. Purpose of this study was to determine the implementation of the marketing mix, find out how consumer loyalty, and how much influence the marketing mix to customer loyalty from the Indonesia Computer University partially and simultaneously.

The method used in this research is method survey with descriptive approach and verifikatif. The unit of analysis in this study as many as 100 people as a sample of consumers with a sampling technique using Simple Random Sampling. The technique of collecting data using interviews, questionnaires, observation and documentation. Methods of analysis using path analysis, Pearson Product Moment correlation, coefficient of determination and t test hypotheses.

The results showed that the influence of marketing mix consisting of program services, price, place, promotion, people, physical facilities and processes to the results of customer loyalty. Where 76.4% of loyalty undergraduated program students at the University Computer Indonesia can be explained by the mix of programs, price, place, promotion, people, physical facilities and processes together, while the remaining balance of 23.6% explained by other factors beyond the seventh dimension services marketing mix.



Keywords: services marketing mix and consumer loyalty.

## ABSTRAK

**HENDAR RUBEDO "Pengaruh Bauran Pemasaran Jasa Terhadap Loyalitas Konsumen (Survey Pada Mahasiswa Strata 1 Semester VIII Pada Universitas Komputer Indonesia)" dibawah bimbingan Ibu Raeny Dwisanti, SE., MSi.**

Bauran pemasaran merupakan alat bagi pemasar yang terdiri atas berbagai unsur suatu program pemasaran yang perlu dipertimbangkan agar implementasi strategi pemasaran dan *positioning* yang ditetapkan dapat berjalan sukses. Bauran pemasaran jasa meliputi tujuh unsur, antara lain *product*, *price*, *place*, *promotion*, *people*, *physical facilities dan process.*. Sedangkan loyalitas konsumen merupakan pelanggan yang memiliki beberapa karakteristik khusus diantaranya melakukan pembelian berulang secara teratur, membeli di luar lini produk ataupun jasa, mereferensikan kepada orang lain, dan menunjukkan kekebalan terhadap tarikan dari pesaing. Tujuab dari penelitian ini adalah mengetahui pelaksanaan bauran pemasaran, mengetahui bagaimana loyalitas konsumen, dan seberapa besar pengaruh bauran pemasaran tersebut terhadap loyalitas pelanggan dari Universitas Komputer Indonesia secara parsial dan secara simultan.

Metode yang digunakan dalam penelitian ini adalah metode survey dengan pendekatan deskriptif dan verifikatif. Unit analisis dalam penelitian ini sebanyak 100 orang konsumen sebagai sample dengan teknik penarikan sampel menggunakan *Simple Random Sampling.* Teknik pengumpulan data menggunakan wawancara, kuisioner, observasi dan dokumentasi. Metode analisis menggunakan analisis jalur, korelasi *Pearson Product Moment* , koefisien determinasi dan uji t hipotesis

Hasil penelitian menunjukkan bahwa pengaruh bauran pemasaran jasa yang terdiri atas program, harga, tempat, promosi, orang, fasilitas fisik dan proses terhadap loyalitas konsumen hasilnya besar. Dimana 76,4% loyalitas mahasiswa program S1 di Universitas Komputer Indonesia dapat dijelaskan oleh bauran program, harga, tempat, promosi, orang, fasilitas fisik dan proses secara bersama-sama, sementara sisanya sebesar 23,6% dijelaskan oleh faktor lain diluar ketujuh dimensi bauran pemasaran jasa tersebut.



Kata Kunci : bauran pemasaran jasa dan loyalitas Konsumen.