

ABSTRACT

E-Card Member is a blend of facility services offered by membership cards and mobile applications. Recognizing the high number of smartphone users including movie audiences in Indonesia, especially the customers of CGV Cinemas, this feature was also considered able to provide ease of viewers solution in making ticket purchase transactions. CGV Cinemas chose E-Card Member as a promotional container in order to increase customer loyalty and be able to bind its users.

This study uses quantitative methods with the aim to find out how the influence of promotion of E-Card Member to customer loyalty CGV Cinemas city of Bandung. In this research, there are two variables: promotion variable (X) as independent variable, while customer loyalty (Y) as dependent variable. This study used 100 respondents as sample and data processing using SPSS 22 For Windows to measure validity test, reliability test, classical assumption test and simple linear regression. Data collection techniques of this study using questionnaires or questionnaires.

The results of this study indicate that the promotion of E-Card positively and significantly influence on customer loyalty CGV Cinemas BEC Mall Bandung. From the analysis of coefficient of determination that the promotion of E-Card Member CGV Cinemas give a significant influence on customer loyalty of 45.6% while the remaining 54.4% are influenced by other factors. Based on the results of the study, it is recommended that CGV Cinemas maintain and improve customer loyalty through feedback given (promotion), competitive prices, facilities, convenience, and security in order to get new customers, especially to maintain loyal customers.

Keywords : promotion, e-card, and customer loyalty