

ABSTRACT

The development of the world of telecommunications today is increasingly in line with the needs of the community in the field of telecommunications, especially indihome based on digital fiber Internet service at home, To get increased indihome customers then do some promotion mix that increase customer loyalty both new customers meberikan customer service on indihome products Through promotion mix. If consumers get satisfaction then the consumer will remain loyal to the product.

Problem formulation problem of this research is is there influence of promotion mix to indihome product is influence of promotion mix conducted by PT. Telkom Witel Solo. If there is how much influence of promotion mix to customer loyalty in PT. Telkom Witel Solo, if there is how much influence. The purpose of this study is to find out how much influence the promotion mix to customer loyalty.

This research type is descriptive research type with quantitative method. The population of this research is customer or society that exist in solo with samples taken 100 respondents. Technique of data collecting this research using questionnaire or questionnaire for data processing using spss 22 by measuring validity test, reliability, simple linear test. The result of this research is done by forming customer loyalty that is

Response of respondents regarding customer loyalty on PT.Telkom Witel Solo indihome products obtained a score of 74.83% which belongs to the criteria either because it is in the range 62.5% - 81.25%. It can be concluded that consumers have a relatively high customer loyalty on Indihome products. From the test result presented in the previous chapter, it can be concluded that H_0 is processed and H_1 accepted ($\text{sig. } 0,000 < \alpha = 0,05$) which means Promotion Mix variable significantly influence to Indihome Customer Loyalty variable that is equal to 48,5%. While 51.5% (100% - 48.5%) is influenced by other factors not examined in this study.

Key Word : Promotion Mix, Customer Loyalty