

### **ABSTRACT**

*This research be held to find out the influence of Sales Promotion: Trade Promotion to Loyalty merchant Clap. The purpose of this research is to find and analyze the level of Sales Promotion: Trade Promotion Clap, the level of merchant's Loyalty on Clap, and how much the effect of Sales Promotion: Trade Promotion Clap to Loyalty merchant Clap.*

*The Independent variable is Trade Promotion and the dependent variable is merchant's loyalty. This research uses quantitative method with descriptive research type. The sampling techniques use non probability sampling method with purposive sampling, with 45 merchants, who joined and made transactions using Clap. The results of the research using questionnaires distribution and data analysis techniques are processed with the help of software SPSS version 22.*

*Based on the results of this research indicate that Sales Promotion: Trade Promotion Clap is resulted in average score of 76.6% which is categorized as enough high category, the average score of merchant's loyalty is of 68.1% which is categorized as enough high. Sales Promotion: Trade Promotion significantly has influenced the Merchant Clap Loyalty as of 27.5%, while the rest of 72.5% loyalty is influenced by other factors. This research also obtains a simple linear regression equation where  $Y = 1,422 + 0,326X$  means that if Sales Promotion: Trade Promotion were increased with 1, then the merchant Loyalty will also be increasing of 0.326.*

**Keywords:** *Sales Promotion, Trade Promotion, Loyalty*