

ABSTRACT

This research is motivated by problems related to Promotions and Prices on the Grab Application on the GrabFood service. Based on the results of the pre-survey, it has not been able to show immunity from the attractiveness of similar products from competitors. This study was conducted to determine the effect of Promotion and Price on Consumer Loyalty in the GrabFood service on the Grab Application.

This study uses quantitative methods with the type of qualitative descriptive research. With a non-probability sampling method purposive sampling type, with a total of 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis which was processed using SPSS 25.

Based on the results of the descriptive analysis shows Promotion, Price, and Consumer Loyalty as a whole are in a good category. The results of the multiple linear regression analysis techniques concluded that the Promotion (X1) and Price (X2) variables have a positive and significant effect on Consumer Loyalty (Y) on the GrabFood service on the Grab application. Based on the results of the coefficient of determination test obtained a value of 32.5%. This shows that the effect of Promotion (X1) and Price (X2) variables on Consumer Loyalty (Y) is 32.5%. While the remaining 67.5% is influenced by other factors not examined in this study.

Keywords: *Prices, Promotions, Consumer Loyalty*