

## **ABSTRACT**

*Sales Promotion is a sales promotion activity carried out within a certain period of time which is useful for increasing product sales. There are various tools in sales promotion that can be used including samples, coupons, cashback, price offers, premiums, promotional products, and sweepstakes, contexts, games. The forms of sales promotion activities for GrabFood services are cashback, price offers, and premiums. The purpose of this study was to determine the magnitude of the influence of Sales Promotion on Brand Loyalty GrabFood. The method used in this study is quantitative with the correlation coefficient test and the coefficient of determination test and data analysis techniques using simple linear regression analysis. The results of the correlation coefficient value test are 0.632 so it can be concluded that sales promotion and Brand Loyalty have a strong relationship. In addition, it was found that there was a relationship between the sales promotion variable and the effect on Brand Loyalty by 40%. Meanwhile, 60% is influenced by other variables that are not in this study. A positive and significant influence on Brand Loyalty, proven through the results of a linear regression analysis of 1,440 on the Sales Promotion variable has the effect that every 1% increase will affect the Brand Loyalty variable.*

**Keywords :** *Sales Promotion, Brand Loyalty, GrabFood*