

ABSTRACT

The study entitled "The Effect of Online Sales Promotion on Erha Dermatology Customer Loyalty". This study aims to determine the magnitude of the influence of online sales promotions on Erha Dermatology customer loyalty, along with technological developments as a real form of modern society's lifestyle in the process of buying and selling online. This research is a research that uses a descriptive analysis approach with quantitative methods. The research population was obtained from Instagram followers @Erha_dermatology, both men and women who had purchased a product/service at least once. The number of samples used in this study were 400 respondents.

The results of a simple regression analysis show that the coefficient of the X variable is 0.842, which will have a positive effect on the Y variable. In addition, the findings on the coefficient of determination show that online sales promotion has an effect of 76.8% on Erha Dermatology customer loyalty, while the other 24.2% is influenced by other variables. others that were not included in this study. This study shows that online sales promotions have a positive and significant effect on Erha Dermatology customer loyalty.

Keywords: online sales promotion, customer loyalty, skin specialist clinic