

ABSTRAK

Citilink termasuk kedalam kategori baik (Harga terdaftar, potongan harga, diskon, dan periode pembayaran) dengan persentase sebesar 77,2%. Citilink termasuk kedalam kategori baik yaitu pembelian secara berulang-ulang (repurchase), kekebalan terhadap pesaing (retention), dengan persentase sebesar 77,63%. Berdasarkan penelitian yang telah dilakukan, hasil perhitungan bahwa H_0 ditolak dan H_1 diterima. Berarti pengaruh Harga yang signifikan terhadap loyalitas pelanggan. Berdasarkan koefisien determinasi bahwa variabel harga menjelaskan sebesar 78,5%. Bahwa dapat dilihat ternyata harga mempunyai pengaruh terhadap loyalitas pelanggan sebesar 78,5%, sedangkan sisanya 21,5% dijelaskan oleh variabel lain.

ABSTRACT

Citilink included in both categories (listed prices, rebates, discounts, and the repayment period) with a percentage of 77.2%. Citilink included in both categories are perpetually repeated purchase (repurchase), immunity against competitors (retention), with a percentage of 77.63%. Based on the research that has been conducted, the results of calculations that H_0 refused and H_1 accepted. Means that significant price effect on customer loyalty. Based on the coefficient of determination that the price variables explain 78.5%. That can be seen that the price has an effect on customer loyalty by 78.5%, while the remaining 21.5% is explained by other variables.