

## ABSTRACT

*Sales of Hypermart in Tangerang in continues to decline, but on the other side Hicard membership cards, as the loyalty program increasing the members. This study aims to analyze the implications Loyalty Program*

*Membership Card, Retail Marketing Mix to Service Quality and Customers Loyalty Hypermart in Tangerang. The population is all Hypermart customers in the Tangerang. Simple random sampling technique used for define the sample, by the formula of Solvin found 160 samples. Marketing Mix Retail and Loyalty Program Hicard card, have a significant correlation on service quality. Marketing Mix Retail and Loyalty Program Hicard card, have a significant correlation to Customer Loyalty. But the Retail Marketing Mix and Loyalty Program with Service Quality as intervening variable does not have a significant correlation on to Customer Loyalty.*

*Keywords: Retail Marketing Mix, Loyalty Programs, Customer Loyalty, Service Quality.*



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## ABSTRAK

Penjualan Hypermart di Tangerang terus menurun, namun di sisi lain Kartu keanggotaan Hicard, sebagai Program Loyalitas mengalami kenaikan dari tahun ketahun. Penelitian ini bertujuan menganalisis Implikasi Program Loyalitas Kartu Keanggotaan, Bauran Pemasaran Ritel Terhadap Kualitas Pelayanan dan Loyalitas Pelanggan Hypermart di Kota Tangerang. Model Penelitian Kuantitatif. Populasi penelitian seluruh pelanggan Hypermart di kota Tangerang. Teknik pengambilan sampel acak sederhana (*Simple Random Sampling*), dengan rumus Solvin ditemukan sampel 160 orang. Bauran Pemasaran Ritel dan Program Loyalitas kartu Hicard, memberikan pengaruh yang signifikan terhadap Kualitas Pelayanan. Bauran Pemasaran Ritel dan Program Loyalitas kartu Hicard memberikan pengaruh yang signifikan terhadap Loyalitas Pelanggan. Bauran Pemasaran Ritel dan Program Loyalitas melalui Kualitas Pelayanan tidak memberikan pengaruh yang signifikan terhadap Loyalitas Pelanggan

Kata kunci: Bauran Pemasaran Ritel, Program Loyalitas, Loyalitas Pelanggan, Kualitas Pelayanan.

