

PENGARUH *MEMBERSHIP*
CARD TERHADAP LOYALITAS PELANGGAN GARDENA *DEPARTMENT*
STORE AND SUPERMARKET YOGYAKARTA

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Abstrak

Penelitian ini dilatar belakangi oleh ketatnya persaingan bisnis di wilayah Yogyakarta sehingga mengakibatkan naiknya jumlah pengguna *member* di Gardena *Department Store And Supermarket* Yogyakarta. Tujuan penelitian ini adalah untuk mengetahui apakah terdapat pengaruh *membership card* yang diterapkan Gardena *Department Store And Supermarket* Yogyakarta terhadap loyalitas pelanggan.

Pengumpulan data dengan metode kuesioner terhadap 100 responden pemilik kartu *member* Gardena *Department Store And Supermarket* Yogyakarta yang diperoleh dengan teknik *Simple Random Sampling*. Analisis yang digunakan adalah regresi linear sederhana dengan tahap-tahap pengujiannya adalah uji validitas, uji reabilitas, uji asumsi klasik, pengujian hipotesis melalui uji Determinasi dan Uji t.

Berdasarkan hasil penelitian diperoleh variabel *membership card* berpengaruh terhadap loyalitas pelanggan Gardena *Department Store And Supermarket* Yogyakarta. Loyalitas pelanggan 29% dipengaruhi oleh *membership card*, sedangkan sisanya dipengaruhi oleh variabel lain.

Kata Kunci: *Membership Card* dan Loyalitas Pelanggan

Abstract

This research is based on the tightness of business competition in Yogyakarta area which resulted in the increasing number of users in Gardena Department Store And Supermarket Yogyakarta. The purpose of this study is to determine whether there is influence of card membership applied by Gardena Department Store And Supermarket Yogyakarta to customer loyalty.

Data collection by questionnaire method to 100 respondents card owner of Gardena Department Store And Supermarket Yogyakarta obtained by Simple Random Sampling technique. The analysis used is simple linear regression with testing stages are validity test, reability test, classical assumption test, hypothesis testing through Determination test and t test.

Based on the research results obtained membership card variables affect the customer loyalty Gardena Department Store And Supermarket Yogyakarta. Customer loyalty 29% is affected by membership card, while the rest is influenced by other variables.

Keywords: *Membership Card and Customer Loyalty*