THE IMPACT OF MARKETING MIX ON REPURCHASE INTENTION THROUGH BRAND LOYALTY IN MCDONALD'S SURABAYA

Thesis for S-1

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SURABAYA
2017

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THESIS S1
Addressed to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Fulfill the Requirements
For the Economy Bachelor Degree
International Business Management Program

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INTERNATIONAL BUSINESS MANAGEMENT
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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2017

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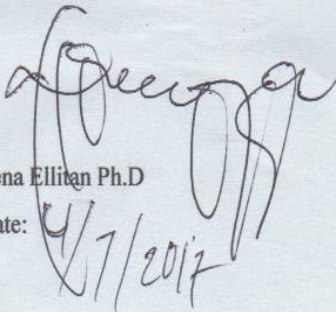
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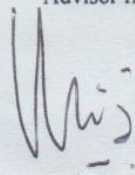
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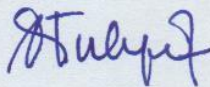
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Date: 4/7/2017

Date: 12/7/2017

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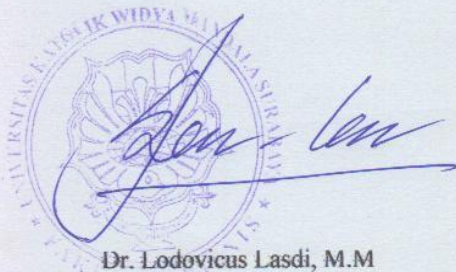Has been examined on Friday 21 July, 2017 and is accepted to pass by

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FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all of His kindness, blessing, and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank :

1. Mr Dr. Lodovicus Lasdi, M.M., as Dean of the Faculty of Business Widya Mandala Catholic University Surabaya.

2. Robertus Sigit, S.E., M.Sc, as Chairman of the Management Faculty of Business Widya Mandala Catholic University in Surabaya.

3. Mrs. Lena Ellitan, Ph.D as AdvisorI, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.

4. Mrs. Maria Mia Kristanti, S.E., M.M , as AdvisorII, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.

5. My father, mother, sister, grandfather and uncle who kindly participated and support me with giving the spirit, either in the form of moral and verbal communication or motivation in completing this final task.

6. My friends who can not be named one by one, thank you for your prayers and support.

The author realizes that in this thesis are still many shortcomings , therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 2017

Researcher

(Kristoforus Handrian)

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ABSTRAK

Seiring dengan era globalisasi, perilaku membeli konsumen berubah seiring dengan adanya gaya hidup modern terutama untuk melakukan pembelian ulang. Tujuan pembelajaran ini diadakan untuk menguji dan mengidentifikasi dampak dari faktor model; bauran pemasaran (produk, harga, promosi, dan tempat) terhadap minat beli ulang melalui loyalitas merek di Surabaya.

Sampel dari pembelajaran ini adalah 200 responden dengan karakteristik seperti berumur lebih dari 17 tahun dan pernah membeli sama dengan atau lebih dari 2 kali dalam 6 bulan terakhir. Pembelajaran ini menggunakan Structural Equation Modeling (SEM) sebagai teknik analisis data. Structural Equation Modeling atau SEM adalah alat statistik untuk memecahkan model bertingkat serentak yang tidak dapat diselesaikan dengan menggunakan linear regression model.

Menurut hasil dari penelitian ini produk, harga, promosi dan tempat memberikan dampak positif terhadap loyalitas merek dan begitu juga loyalitas merek memberikan dampak positif terhadap minat beli ulang. Artinya semakin tinggi strategi pemasaran bauran akan berdampak pada meningkatnya loyalitas merek di McDonald's Surabaya. Sehingga dapat disimpulkan bahwa semakin baik strategi bauran pemasaran yang disediakan oleh McDonald's Surabaya akan menimbulkan meningkatnya keinginan konsumen untuk loyal terhadap merek dan melakukan pembelian ulang terhadap terhadap produk McDonald's Surabaya untuk masa kedepan dan juga konsumen tindakkan rekomendasi kepada orang lain.

Keywords: Bauran Pemasaran, Produk, Harga, Promosi, Tempat, Loyalitas Merek, Perilaku Beli Konsumen, Minat Pembelian Ulang.

ABSTRACT

Due to the era of globalization, consumer buying behavior changes due to modern lifestyle especially in inted them to do repurchase. The purpose of this study is to examine and identify the impact of factors model; marketing mix (product, price, promotion, & place) on repurchase intention through brand loyalty in Surabaya.

The sample of this study for this study is 200 respondents with characteristics such as within age more than 17 and already purchase more than 2 times calculated from 6 months ago. This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

According to the results of this research product, price, promotion, and place as marketing mix variables positively impact on brand loyalty and brand loyalty positively impact on repurchase intention. It means that the higher marketing mix strategy is increasing brand loyalty in McDonald's Surabaya. So it can be said that the better the marketing mix strategy and provided by McDonald's Surabaya will increase consumer desire for loyal to the brand and repurchase the product on present or for the future in McDonald's Surabaya and also, customer acts will recommend to others.

Keywords: Marketing Mix, Product, Price, Promotion, Place, Brand Loyalty, Consumer Buying Behavior, Repurchase Intention.