PENGARUH SALES PROMOTION, CUSTOMER SATISFACTION DAN SERVICE QUALITY TERHADAP CUSTOMER LOYALTY TIKET.COM
(Studi pada Mahasiswa Universitas Brawijaya)

Muhammad Fathurriza Rahman
Fakultas Ekonomi dan Bisnis, Universitas Brawijaya
fathurriza221198@gmail.com

Dosen Pembimbing:
Prof. Dr. Ubud Salim, SE., MA

ABSTRAK

Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh dari *Sales Promotion, Customer Satisfaction*, dan *Service Quality* terhadap *Customer Loyalty* pada Tiket.com. Jenis penelitian ini adalah *correlation research* yaitu suatu penelitian yang melibatkan tindakan pengumpulan data guna menentukan apakah ada hubungan dan tingkat hubungan antara dua variabel atau lebih melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 210 responden dimana penyebaran kuesioner dilaksanakan secara *online*. Sampel terdiri dari responden yang sudah pernah melakukan transaksi minimal dua kali di Tiket.com. Analisis data dalam penelitian ini menggunakan Analisis Regresi Linier Berganda dan uji hipotesis menggunakan uji t yang diolah dengan software SPSS *ver.* 21. Dari hasil pengujian terhadap keempat hipotesis dapat disimpulkan bahwa variabel *Sales Promotion, Customer Satisfaction*, dan *Service Quality* memiliki pengaruh positif signifikan terhadap *Customer Loyalty* pada Tiket.com. Implikasi penelitian ini adalah perlunya meningkatkan kepuasan agar konsumen semakin loyal. Pentingnya penyediaan informasi yang tepat dan jelas agar kualitas servis memberikan pengaruh terhadap loyalitas konsumen. *Item* pertanyaan yang sudah di bagikan menjawab pelayanan terhadap konsumen menunjukkan *Customer Loyalty*. Dari penelitian di atas, dapat dikatakan bahwa konsumen akan menggunakan Tiket.com secara terus menerus.

Kata Kunci: *Sales Promotion, Customer Satisfaction, Service Quality, Customer Loyalty,* Tiket.com.

EFFECT OF SALES PROMOTION, CUSTOMER SATISFACTION AND SERVICE QUALITY TO CUSTOMER LOYALTY ON TIKET.COM
(A Study on Students of Universitas Brawijaya)

Muhammad Fathurriza Rahman
Faculty of Economics and Business, Universitas Brawijaya
Fathurriza221198@gmail.com

Supervisor:
Prof. Dr. Ubud Salim, SE., MA

ABSTRACT

This research was conducted to investigate the effect of Sales Promotion, Customer Satisfaction, and Service Quality on Customer Loyalty at Tiket.com. This is a correlation research, which involved the act of collecting data, and explaining the relationship and the influence between two or more variables through hypothesis testing. This research used a sample of 210 respondents, where the questionnaires were conducted online. The sample consisted of respondents who had made a transaction at least twice at Tiket.com. Data analysis in this research used Multiple Linear Regression Analysis and hypothesis testing using t test. which was processed with SPSS software ver. 21. From the results of testing on the four hypotheses it can be concluded that the variables of Sales Promotion, Customer Satisfaction, and Service Quality have significant positive influence on Customer Loyalty at Tiket.com. The implication of this research is the need to increase satisfaction so that consumers become more loyal. The importance of providing precise and clear information so that the quality of service provides support to consumer loyalty. The question items that had been shared, answered that customer service representing Customer Loyalty. From the research explanation above, it can be concluded that consumers will use Tiket.com continuously.

Keywords: Sales Promotion, Customer Satisfaction, Service Quality, Customer Loyalty, Tiket.com.

INTRODUCTION

In the era of globalization, the development of the business world cannot be separated from the competition. This medium requires companies to be creative and innovative in order to survive and compete with the times. This phenomenon encourages entrepreneurs to start using e-commerce to connect with their customers and maximizing it to keep the company

competitive with similar companies. The use of e-commerce offers various facilities, such as easy access to information and has advantages. E-commerce has given influence to several parties; there are a civilian, business and also customers will feel the benefits such as affordable cost or affordability and efficiency (Shahriari & Gheiji, 2015).

According to Shelly and Vermaat (2007), e-commerce is a business transaction that takes place in an electronic network such as the internet. Anyone who has an internet network can participate in e-commerce. Trading via the internet is considered to have more advantages, namely, more connectivity and broader coverage. It can reduce communication costs, lower transaction costs, reduce agency costs; interactive, flexible and secure; and can distribute knowledge online such as clothing, food, daily necessities and purchase of airplane tickets and alternatively, booking a hotel. Based on a data, Indonesia is the fastest e-commerce growth by 78 percent groth in 2018 (databoks.katadata, 2019).

In this study, Tiket.com was chosen as the object of research. The reason for that, Tiket.com is one of the largest online travel agents in Indonesia, besides Tiket.com always provides the best service for its customers. Published by brilionet.com, Tiket.com besides presenting various superior features, Tiket.com is increasingly pleasing consumers by providing many benefits by joining as loyal customers through the TIX Benefit Tiket.com program. The benefits that can be obtained by consumers by showing SMS membership at the airport include free luggage wrapping facilities, free Javamifi wifi modem network access, free food on board and many more. Judging from the traffic rank analyst site www.similiarweb.com, the following is a comparison ranking how popular a website compared to other similar websites.

However, the many choices that offer Online Travel Agencies (OTA) such as traveloka, pegi-pegi and others cause competition in this business to be even higher. This results in consumers having many choices to choose the desired Online Travel Agent. To be able to shine in business competition in the field of Online Travel Agencies, one thing companies can do is

to maintain customer loyalty. The reason for that Customer loyalty is a form of a strong relationship between consumers with the company (Smith and Wright, 2004).

Customer loyalty is crucial for companies, including e-commerce, especially in selling plane tickets, trains and hotels online for the continuity of their business activities and staying in the competition. According to Kotler and Keller (2012), customer loyalty is a situation in which customers consistently spend all available budget to buy a service product from the same seller. Customer loyalty in buying tickets online shows the tendency of customers to use a particular product with a high level of consistency. According to Hill in Rusdarti, (2004) loyalty is behavior which is indicated by routine purchases based on decision-making units.

Loyalty is a part of customer commitment in making regular repurchases on certain service products. A customer who is willing to repurchases means that the customer is satisfied with the product or service. Oliver (2010) states that loyalty is the commitment of customers to stay in-depth to re-subscribtion or re-buy selected products/services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behaviour change. Loyal customers will always purchase from a trusted company without any encouragement. So they will not be attracted by various kinds of offers from competitors.

Sales promotion can influence the creation of customer loyalty. Based on research conduct by Seed, et al. (2013), there is an influence between sales promotion with consumer loyalty. In a study, Omotayo (2011) finds that sales promotions influences consumer loyalty. This method not only helps to capture the attention of customers but also promotes customers to buy products by advancing through various incentives.

In addition to sales promotions, customer satisfaction can create loyalty. Oliver (2010) suggests that satisfaction is pleasurable fulfilment, that satisfies customer expectations by giving a harmonious relationship between companies with consumers that will make

consumers loyal. The better the services provided to make consumers satisfied, the better the impact will be obtained by the company (Wardani, 2015). By building loyalty, the company will build a sustainable competitive advantage.

The last thing that can affect customer loyalty is service quality. According to Kotler and Keller (2012), service are all actions or performance that can be offered by one party to another party which in essence is intangible and does not produce any ownership. Research by Rusdarti (2004) finds that service quality has a positive and significant effect on customer loyalty. The results of this study is supported by Bloemer *et al.* (2008) who also show a positive and significant effect of service quality on customer loyalty. Pelham (2007) shows that corporate profitability is highly dependent on the company's ability to produce products that have the superior and reliable quality that they produce. Results of Ristiani study show.

LITERATURE REVIEW

Marketing Management

Marketing is an activity carried out by companies to promote and communicate their products and services to consumers. In Kotler (2012), one of the essential concepts in marketing are needs, wants and demands. Needs are basic human demands such as food, air and clothing. These needs can become wants when those needs directed at more specific objects, for example, someone who wants to eat fried rice where the basic needs are only rice. While demand is the desire for certain products that are accompanied by purchasing power.

Whereas what is meant by Marketing Management is processes of analysis, planning, implementation and control of marketing aimed at achieving company goals. With this Marketing management, the company is expected to be able to know and understand customer demand or needs well so that it can offer products or services that are suitable for customers.

Sales Promotion

Sales promotion is a collection of various incentive tools designed to stimulate faster and more significant purchases of products or services by consumers or commerce Kotler, 1997 . The main difference between advertising and sales promotion is - advertising offers a reason to buy, sales promotion offers an incentive to buy. Both advertising and sales promotion are instruments in the marketing communication mix. This mix also includes personal sales, direct marketing tools, public relations, and publicity. Also, sales promotion is a short-term incentive to encourage the purchase or sale of a product or service (Kotler & Armstrong 2008).

Customer Satisfaction

Satisfaction can be interpreted as a feeling of satisfaction, pleasure, and relief of someone from consuming a product or service. It can be interpreted that everyone understands what is meant by satisfaction, but once asked to define it, it seems that nobody knows (Oliver, 2010).

According to Kotler & Keller (2012), satisfaction is a feeling of pleasure or disappointment from the results of comparing the performance of the product received in relation to its estimates. Meanwhile, according to Tjiptono (2014), there are several essential points regarding satisfaction, namely: feelings that arise after evaluating product usage experience, customer response to the evaluation of perceptions or differences between initial expectations before purchase and actual product performance as perceived after using or consuming the product concerned, overall after-purchase evaluation that compares perceptions of product performance with pre-purchase expectations, a measure of an organization's 'total product' performance compared to a series of customer requirements.

Service Quality

The quality of online services in companies engaged in e-commerce becomes significant matter in determining the success of a company. Voos (2003) defines services in an electronic environment (e-service) as "delivery as a service using new media such as the web". The success of the company in providing quality services can be determined by the service quality approach that has been developed by Parasuraman, Berry and Zeithaml (Lupiyoadi, 2006)

Kotler and Keller (2012) explain service as all actions or performance that can be offered by one party to another party which in essence is intangible and does not produce any ownership. Service quality can be known by comparing customer perceptions of the service they really receive with the actual service they expect. service quality is the primary concern for the company, which involves all of the company's resources. So the conclusion of service quality is the assessment given by the customer from comparing the company's performance with the customer's expectations themselves.

Customer Loyalty

Oliver (2010) states that loyalty is a deep commitment of customers to subscribe or re-buy selected products/services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behaviour change. Consumer loyalty occurs in several phases. According to Oliver (2010), the phase starts from:

a. Cognitive loyalty based on brand belief.

b. Affective loyalty or likeness or attitude towards a brand based on the opportunity to use satisfaction cumulatively.

c. Conative loyalty which shows a condition of loyalty, which contains whether the first appearance shows a deep commitment to buy.

d. Action loyalty, where intention is converted to action.

Giddens (2002) argues that customer loyalty is a choice made by consumers to buy a particular brand compared to other brands in one product category. Loyalty in this brand arises because consumers perceive the brand to produce products that have a number of benefits and quality at an appropriate price.
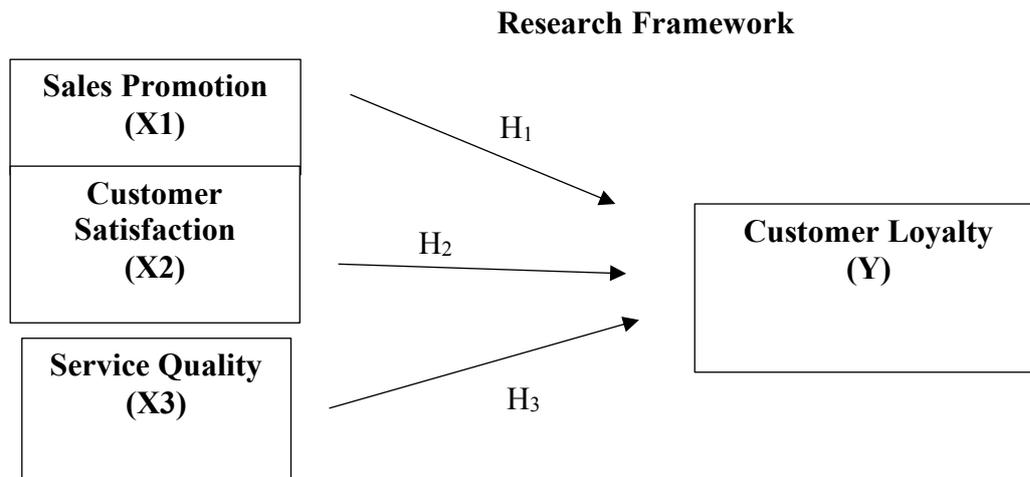
Research Model

Research Framework

Sales Promotion (X1)	
Customer Satisfaction (X2)	H_1
	H_2 → Customer Loyalty (Y)
Service Quality (X3)	H_3

Figure 2.2. Research Framework

Source: Processed Data, 2019.

———————————→   = Direct Influence

Within a specific conceptual framework, there are three independent variables such as sales promotion, Customer Satisfaction and service quality, and one dependent variable is Customer Loyalty. The purpose of this study was to analyze the effect of sales promotion, Customer Satisfaction and service quality on Customer Loyalty. Here for the Research Framework model.

RESEARCH METHOD

Quantitative approach, was employed in this research. It is called quantitative research because the research data are in the form of numbers and analysis using statistics (Sugiyono, 2016). This study aimed to explain Sales Promotion, Customer Satisfaction, and Service Quality to Customer Loyalty. this is a correlational/associative research. As stated by Suryani & Hendryadi (2015), correlational/associative research is research conducted to find the

relationship or influence of one or more independent variables with one or more dependent variables.

RESEARCH RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Regression Result

Variable Dependent	Variable Independent	Unstandardized Coefficients	Standardized Coefficients (Beta)	t	Sig.	Information
Y	(Constant)	2.949		5.135	0.000	
	X1	0.128	0.374	5.236	0.000	Significant
	X2	0.205	0.250	3.505	0.001	Significant
	X3	0.115	0.206	2.591	0.010	Significant

R : 0.749	
R Square : 0.560	
Adjusted R Square : 0.554	
F count : 87.571	F table : 2.648
Sig. F : 0.000	t table : 1.972

Source: Primary Data, Processed (2020)

The regression model used is *standardized regression* since the data used in this research are interval data measured using a Likert scale. Likert scale is used to measure the attitudes, opinions and perceptions of a person or group. In *standardized regression*, the size of the variable or the size of the answer has been equalized. The regression equations obtained based on Table 4.10 are as follows:

$$Y = 0.374 \, X_1 + 0.250 \, X_2 + 0.206 \, X_3$$

From the above equation can be interpreted as follows:

a. b1 = 0.374, means that Customer Loyalty will increase by 0.374 unit for each additional one unit of X_1 (Sales Promotion). So, if Sales Promotion has increased by 1 unit, then Customer Loyalty will increase by 0.374 unit assuming the other variables are considered constant.

b. b2 = 0.250, meaning Customer Loyalty will increase by 0.250 unit for each additional one unit of X_2 (Customer Satisfaction). So, if Customer Satisfaction has increased by 1

unit, then Customer Loyalty will increase by 0.250 unit assuming the other variables are considered constant.

c. b3 = 0.206, means that Customer Loyalty will increase by 0.206 unit for each additional one unit of X_3 (Service Quality). So if Service Quality has increased by 1 unit, then Customer Loyalty will increase by 0.206 unit assuming the variable others are considered constant.

T Test

T test is used to determine whether each independent variable partially has a significant effect on the dependent variable. It can also be said if t count> t table or -t count <-t table, and then the result is significant and means that H0 is rejected and H1 is accepted. Whereas if t arithmetic <t table or -t arithmetic> -t table then the results are not significant and means that H0 is accepted and H1 is rejected.

Based on Table 4.10 the following results are obtained:

a. t test between X1 (Sales Promotion) with Y (Customer Loyalty) shows t arithmetic = 5.236. While t table (α = 0.05; db residual = 206) is 1.972. Because t arithmetic> t table is 5,236> 1,972 or sig t value (0,000) <α = 0.05, the effect of X1 (Sales Promotion) on Customer Loyalty is significant. It means that H0 is rejected and H1 is accepted so it can be concluded that Customer Loyalty can be significantly influenced by Sales Promotion or by increasing Sales Promotion then Customer Loyalty will experience a significant increase.

b. t test between X2 (Customer Satisfaction) with Y (Customer Loyalty) shows t arithmetic = 3.505. While t table (α = 0.05; db residual = 206) is 1.972. Because t arithmetic> T table is 3.505> 1.972 or sig t value (0.001) <α = 0.05, the effect of X2 (Customer Satisfaction) on Customer Loyalty is significant at alpha 5%. It means that

H0 is rejected and H1 is accepted, so it can be concluded that Customer Loyalty can be significantly influenced by Customer Satisfaction or by increasing Customer Satisfaction, Customer Loyalty will experience a high increase.

c. t test between X3 (Service Quality) with Y (Customer Loyalty) shows t arithmetic = 2.591. While t table ($\alpha = 0.05$; db residual = 206) is 1.972. Because t arithmetic> t table is 2.591> 1.972 or sig t value (0.010) <$\alpha = 0.05$, the effect of X3 (Service Quality) on Customer Loyalty is significant at alpha 5%. It means that H0 is rejected and H1 is accepted so it can be concluded that Customer Loyalty can be significantly influenced by Service Quality or by improving Service Quality, Customer Loyalty will be experienced a significant increase.

Dominant Test Results

Determining which independent variable that mostly influences the Y variable can be done by comparing the regression coefficient *(β)* between variable one with another. The independent variable that is the most dominant influence on variable Y is the variable that has the greatest regression coefficient.

To compare the regression coefficients of each independent variable, the rating table is presented as follows:

Table 4.11. Dominant Test Results

Rank	Variable	Coefficient *βeta*	Effect
1	X_1	0.374	Significant
2	X_2	0.250	Significant
3	X_3	0.206	Significant

Source: Primary Data, Processed (2020)

Based on Table 4.11, the Sales Promotion variable is the variable that has the greatest regression coefficient. That is, the Y variable is more influenced by the Sales Promotion variable. The coefficient possessed by the Sales Promotion variable is positive, this shows a direct relationship so it can be concluded that the better the Sales Promotion variable, the higher it increases the Customer Loyalty (Y).

Discussion

In this research as many as 210 people participated as respondents. The instrument of the research consisted of the validity and reliability tests, the results of the validity test showed a significance value greater than the r table which meant that each item variable was valid, so it was concluded that these items could be used to measure the research variables. Followed by the reliability test using *Cronbach alpha* where each variable was found to be reliable because the value of *Cronbach alpha* was greater than 0.6. The classic assumption test was be the next test, it consisted of normality test, multicollinearity test, and heteroscedasticity test.

Started from the normality test, it can be seen in the Normality Test Results table where the test was carried out using the *Kolmogorov-Smirnoff* method, with a significant value greater than 0.05, which means that the *unstandardized* is normally distributed. Then the second test was the multicollinearity test with a *tolerance* value of each variable greater than 0.1 and a VIF value greater than 10, then it can be concluded that there is no multicollinearity between independent variables. The third test is the heteroscedasticity test with the results using a *scatterplot* diagram that did not form a specific pattern, so there was no heteroscedasticity, It can be concluded that the homogeneity has a variety (constant) or in other words there were no symptoms of heteroscedasticity.

The research method used was multiple linear regression analysis techniques with the findings in the regression equation table. Sales Promotion (X1), Customer Satisfaction (X2), and Service Quality (X3) towards Customer Loyalty have a positive direction, which if Sales

Promotion (X1), Customer Satisfaction (X2), and Service Quality (X3) would increase, it would lead to increase the Customer Loyalty.

The Influence of Sales Promotion (X1) Toward Customer Loyalty (Y) on Tiket.com

In the results of the analysis using the multiple regression method, the calculated t value of 5.236 with sig was obtained. t of 0.000 with t table of 1.972 so that the Sales Promotion variable has an influence on Customer Loyalty. If seen from the significance value, t is 0.000 and smaller than alpha used is 0.000 <0.05. So it can be concluded that Sales Promotion has a significant effect on Customer Loyalty.

Based on the results of testing the hypothesis about Sales Promotion that affects Customer Loyalty, which consists of Nine items, it can be concluded that H1, which predicts the perception of Sales Promotion affects Customer Loyalty. The influence between the independent variables and the dependent variables in this study explains that Sales Promotion can influence Customer Loyalty Tiket.com. Consequently, it would be better if the sales promotion in a special offer in a certain period offered by Tiket.com is appropriate and attractive to consumers.

In this research, it is evident that the appropriate sales promotion for consumers will increase the positivity in Customer Loyalty at Tiket.com. When consumers feel that special offers within a specified period are appropriately done, it will create a sense of interest that makes consumers loyal. For example, if a consumer feels that special offers within a specified period offered are attractive and in line with expectations, it will increase interest in using only the application.

Furthermore, sweepstakes offer to get cashback or rewards held by Tiket.com are excellent and appropriate for consumers. Thus, consumers will be easily triggered to be loyal because the attention is given profit. For example, the tix.point ticket.com promotion program offers direct point redemption with various products or at a direct discounted price if the

consumer redeems the tix points. Consumers will feel the attention given by Tiket.com because those who frequently use the application will be spoiled with attractive prizes that affect consumers to be loyal. After all, consumers feel they will get more benefits if they often use the Tiket.com application.

Relationship-oriented promotions can maintain customer loyalty, increase their satisfaction, trust and commitment, and contradict the view that promotion has only a short-term effect. The promotion has a significant positive effect on satisfaction and trust. Besides, satisfaction, trust and commitment are substantial and illustrative components to explain customer loyalty. (Pi & Huang 2011).

Based on research conducted by Ristiani, et al. (2018), the Sales Promotion variable has a significant effect on Customer Loyalty with the count> t table (2.441> 1.999) with a significant level (0.018 <0.05). Then Ha is accepted, and Ho is rejected. Sales promotions given by companies have maximum value so that it attracts the attention of customers. It can be interpreted that sales promotion, in this case, is very influential on customer loyalty so that customers will make repeat purchases.

The Influence of Customer Satisfaction (X2) Toward Customer Loyalty (Y) on Tiket.com

In the results of the analysis using the multiple regression method, the calculated t value is 3.505 with t table of 1.972 so that the Customer Satisfaction variable has a significant effect on Customer Loyalty. If seen from the significance value, t is 0.000 and smaller than alpha used is 0.001 <0.05. So it can be concluded that Customer Satisfaction has a significant effect on Customer Loyalty.

Based on the results of testing hypotheses about Customer Satisfaction that affect Customer Loyalty consists of three items, it can be concluded that H2 that predicts Customer Satisfaction perceptions affects Customer Loyalty. The influence between independent and dependent variables in this study explains that Customer Satisfaction can affect Customer

Loyalty Tiket.com. However, customer satisfaction will be higher or better if Tiket.com evaluates the overall service received by consumers evenly and adequately. For example, consumers get satisfactory services in the payment section but experience complaints in the customer service section, therefore Tiket.com needs to improve and evaluate the overall service so that consumers are satisfied with all the services provided by Tiket.com. This makes Customers Loyal because of the satisfaction they receive equally.

In this research, it is proven that comfort and good service will increase positivity in creating Customer Loyalty at Tiket.com. The ease and completeness of the information offered when using the Tiket.com application raises a sense of comfort plus satisfaction in good service. Satisfaction like this will be more natural to make consumers loyal.

Based on Oliver (2010) suggests that satisfaction is pleasurable fulfilment, that satisfies customer expectations by giving a harmonious relationship between companies with consumers that will make consumers loyal and Based on research conducted by Minarti, et al. (2014).The results of the study show that customer satisfaction and switching cost have a significant influence on customer loyalty

The Influence of Service Quality (X3) Toward Customer Loyalty (Y) on Tiket.com

In the results of the analysis using the multiple regression method, the calculated t value is 2.591 with t table of 1.972 so that the Service Quality variable has a significant effect on Customer Loyalty. If seen from the significance value, t is 0.012 and smaller than alpha used because 0.012 <0.05. So, it can be concluded that Service Quality has a significant effect on Customer Loyalty.

Based on the results of testing hypotheses about Service Quality that affect Customer Loyalty consisting of five items, it can be concluded that H3, which predicts the perception of Service Quality affects Customer Loyalty. The influence between the independent variable and the dependent variable in this study explains that Service Quality can affect customer Loyalty

customers at Tiket.com. However, it will be higher or better if the quality of service at customer service at Tiket.com can provide precise and complete information. This can satisfy consumers so that consumers become loyal to the ticket.com application.

In this research, it is proven that hospitality service by Tiket.com employees can help facilitate consumers in getting the quality of service they want. This will increase positivity in making consumers loyal. For example, in customer service ethics delivery employees speak in response to complaints from consumers politely conveyed. Not only that, but Tiket.com also provides services as promised and can be relied upon because it can make consumers comfortable so that loyalty can occur.

Based on by Hafeez and Muhammad (2012), the result of this research concludes that Service Quality, Customer Satisfaction and Loyalty Programs are important factors that can increase customer loyalty so banks must focus on providing loyalty programs to Loyal Customers and those who are valued. Moreover, Faujiah (2017), in her research, found that there was a significant influence on Service Quality on Customer Loyalty.

Limitation of Research

After conducting research, the results show a significant effect between Sales Promotion, Customer Satisfaction and Service Quality on Customer Loyalty. Based on research, Quality of service in the completeness of knowledge and information in the customer service section should be improved, while Sales Promotion and Customer Satisfaction need to be upgraded so that they can have a positive influence on Customer Loyalty at Tiket.com.

In-Service Quality, the Quality of service ethics and friendliness of employees provided Tiket.com is good enough and appropriate to attract the attention of consumers to be loyal. However, for the completeness of the information provided by customer service, it still needs to be re-evaluated so that it can affect customer loyalty because there are still consumers giving

complaints in the customer service section regarding employee knowledge the use of the Ticket.com application.

In Sales Promotions, overall the sales promotion has been fulfilled for consumers, with a promotional program in the form of tix point rewards that can redeem rewards in the form of pieces or sweepstakes directly by only exchanging points. This makes consumers feel comfortable and can achieve many benefits when using the Tiket.com application to make consumers loyal. Besides, the introduction of a new program in the ticket.com application is excellent and appropriate with a tutorial that is easy to understand. These things need to be maintained so that Tiket.com consumers are more comfortable when using the be application so that loyalty can occur. Furthermore, for Customer Satisfaction on Tiket.com has been well implemented with the convenience of ease of using the ticket.com application, this impression of satisfaction helps consumers to commit to recommend the Tiket.com application. Likewise, the performance in providing services is in line with expectations, so consumers believe in Tiket.com and make customers loyal.

In this case, Tiket.com should be able to develop different quality services such as birthday greetings for customers. Birthdays are annual events that are usually celebrated, but birthdays are often forgotten or ignored. This is a great opportunity Tiket.com to shine. Tiket.com can use customer service applications such as Email or WhatsApp by giving a greeting "Happy Birthday" to your customers by sending automated emails out on their special day. Tiket.com can also offer a small gift with every purchase through their birthday link using apps like the Main Special Offer. If Tiket.com wants to make the impression to the next level, Tiket.com can send a birthday card a few days before their birthday with a handwritten note that they want to get a special consumer day. This little thing can make customers feel satisfied because of the care about the details of the application they use so that it makes consumers loyal and will recommend Tiket.com to friends or family.

The first limitation of conducting research is the research needed to conduct research to find research for researchers. Researchers have difficulty finding respondents because not all respondents have ever done transactions on the ticket.com application.

The second limitation when conducting research is that researchers rarely found research topics. A final limitation is research conducted through online platforms. Therefore, respondents will not have the opportunity to question researchers directly. Thus, the respondent's answer might be biased.

CONCLUSION AND RECOMMENDATION

Conclusion

This research was conducted to find out which variables affect Customer Loyalty. In this study, the independent variables used are Sales Promotion (X1), Customer Satisfaction (X2), Service Quality (X3), while the dependent variable used is Customer Loyalty (Y).

Based on three independent variables and one dependent variable, it can be seen that the three independent variables affect the dependent variable, namely Customer Loyalty. However, it gives a different amount of influence value. The variable that gives the most significant influence is the sales promotion variable, followed by Customer Satisfaction and Service Quality.

However, Advertisement offered by Tiket.com is still not following the wishes of consumers. If the Advertisement given are more precise and attractive by the wishes of consumers, it will affect customer loyalty. Customer Satisfaction also contributes significantly to Customer Loyalty. However, overall satisfaction must still be increased, so that customer satisfaction has a positive impact so that it effectively makes customers loyal. In addition, the information provided in the application must still be completed appropriately and thoroughly so that Service Quality gives more influence to Customer Loyalty.

In the Customer Loyalty variable, several items describe the consumer's treatment that shows Customer Loyalty. From the results of this study, it can be seen that some loyal consumers will use the Tiket.com application continuously.

Recommendation

Based on the conclusions above, some suggestions can be put forward that can benefit the company and other parties. As for the advice given, they include:

1. It is expected that the company can maintain and improve the quality of Sales Promotion, Sales Promotion for variables has a dominant influence in influencing Customer Loyalty, but the results of this research indicate that there are still below average values for Sales Promotion variables that can affect Customer Loyalty. Therefore, to improve the lack of value on the promotion of Tiket.com sales, some things can be considered. First, the suitability of advertisement must have information that is easy to understand in order to have a positive impact on consumers. It can be done by researching consumer desires to advertise Tiket.com. If it is fulfilled, it will have a more significant influence on Customer Loyalty. Second, the time or duration of sales promotion on a product. Timing and duration of promos have a significant effect on consumers, if the sales promotion is done at the right time, and the right duration will further increase its influence on Customer Loyalty.

2. Furthermore, it is suggested to improving the completeness of the Tiket.com application information in Service Quality, by providing birthday greetings for customers This is a great opportunity Tiket.com to shine. Tiket.com can use customer service applications such as Email or WhatsApp by giving a greeting "Happy Birthday" to your customers by sending automated emails out on their special day. Tiket.com can also offer a small gift with every purchase through their birthday link using apps like the Main Special

Offer. If Tiket.com wants to make the impression to the next level, Tiket.com can send a birthday card a few days before their birthday with a handwritten note that they want to get a special consumer day. This little thing can make customers feel satisfied because of the care about the details of the application they use so that it makes consumers loyal and will recommend Tiket.com to friends or family.

3. Considering that the independent variables in this research are significant in influencing Customer Loyalty, it is expected that the results of this research can be used as a reference for future researchers to develop this research by considering other variables, namely other variables outside the variables included in this research.

BIBLIOGRAPHY

Aaker, D. A. 1991. Managing Brand Equity: Capitalizing on the value of brand name. New York: Free Press

Akbar, Mohammad Muzahid and Noor- jahan Parvez. 2009. Impact of Service Quality, Trust, and Customer Satisfaction on Customer Loyalty. ABAC Journal 29 (1): 24-38.

Aryani, Dwi. 2010. Pengaruh Kualitas layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelangga. Jurnal Ilmu Administrasi dan Organisasi. (Vol.17 No.2 2010).

Ariff, Mohd Shoki Md., Yun, Leong Ooi.,Zakuan Norhayati., Ismail, Khalid (2013). The Impacts of Service Quality and Customer Satisfaction on Customer Loyalty in Internet Banking.

Arikunto, Suharsimi. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta

Bloemer, Josee,Ko de Ruyter, dan Pascar Peeters, 2008. Investigating Drivers of Bank Loyalty : the Complex Relationship Between Image, Service Quality, and Satisfaction",International Journal of Bank Marketing , Vol.17,No.7.

C.K.W Chow (2014). Customer satisfaction and Service Quality imn the Chinese airline industry. J. Air Transp. Manag., vol 35, PP. 1084-1095

Consuegra. D Molina. 2007. An Integrated Model of Price, Satisfaction and Loyality: An Empirical Analysis in Service Sector. Journal of Product & Brand Management

Dezil, M., Yasri, & Abror. (2013). Pengaruh Kualitas Pelayanan, Promosi Penjualan, dan Lokasi terhadap Loyalitas Nasabah pada PT. Bank Rakyat Indonesia (persero), Tbk Unit Kodya IPadang Panjang. Jurnal Riset Manajemen Bisnis dan Publik. Vol. 1, No. 1, Hal. 46-56, ISSN: 2337-5345. Padang: Program Magister Manajemen FE UNP.

E. Christou (2011). Exploring Online Sales Promotion in the hospitality industry. Vol 20 (7), pp. 814-829

Farid, Muhammad Hanif. (2017). Pengaruh Kualitas Layanan dan Persepsi Harga Terhadap Kepuasan Pelanggan Dalam Meningkatkan Loyalitas Pelanggan Pengguna Aplikasi Traveloka Berbasis Internet (Studi pada pengguna aplikasi Traveloka online di Universitas Lampung) .Fakultas Sosial dan Politik, Universitas Lampung.

Faujiah, Siti Nurma. (2017). The influence of Online ales Promotion and Online Service Quality toward Youth ustomer Satisfacion that impacts on Online Customer Loyalty at Lazada.com.

Ghozali, I. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali. (2016). Aplikasi Analisis Multivariate Dengan Program IBM SPSS.Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali. (2016). Aplikasi Analisis Multivariate Dengan Program IBM SPSS. Semarang: Badan Penerbit Universitas Diponegoro.

Griffin, Jill. (2005). *Customer Loyalty Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta Erlangga.

Grace, T.R., Lin, and Sun, C.C (2009). Factors Influencing Satisfaction and Loyalty in Online Shopping : An Integrated Model. Journal of Online Information Review, vol 33 (3), PP. 458-475.

Hafeez, Samraz.and Muhammad, Bakhtiar. 2012. The Impact of Service Quality,Customer Satisfaction and Loyalty Programs on Customer's Loyalty:Evidence from Banking Sector of Pakistan.Journal of Marketing,3(1),200-209.

Irawan, Handi. 2002. 10 Prinsip Kepuasan Pelanggan. Jakarta. Elex Media Komputindo.

Seed, R., Nisar, F., Lodhi, R.N., Ahmad, M., & Asyad, H.M.2013.Impact of Sales Promotion on Consumer Loyalty in The Telecomunication Industry in Pakistan.Journal of Basic and Applied Scientific Research, 3:5:901-907.

Hari, W .2019. Indonesia Jadi Negara dengan Pertumbuhan E-commerce tercepat di Dunia.[Internet]. Tersedia di: https://databoks.katadata.co.id/datapublish/2019/04/25/indonesia-jadi-negara-dengan-pertumbuhan-e-commerce-tercepat-di-dunia

Kotler, P. and Armstrong, G. (2014). Principles of Marketing. 15th ed. New Jersey: Pearson Prentice Hall.

Kotler, P. and Keller, K.L. (2016). Marketing Management. 15ed. New Jersey: Pearson Prentice Hall.

Ningasih, M. Rand Segoro, W. (2014) " The influence of customer satisfaction and trusts in a brand on customer loyalty – the survey on student as im3 users in Depok, Indonesia

Novianti,Endri, dan Darlius.(2018). Customer Satisfaction Mediates the Effect of Service Quality and Promotion on Customer Loyalty. Jurnal Ilmiah Manajemen, Volume VIII, No. 1.

Oliver, R. L. 2010. Satisfaction: A Behavioral Perpective on The Customer. New York: McGraw-Hill.

Omatoyo, O.2011. Sales Promotion and Consumer Loyalty: A Study of Nigerian Telecomunication Industry. Journal of Competitivness, 4:66-77.

Parasuraman, A. Zeithml,V, Malhotra A (2005). A multiple-item Scale for Assessing Electronic Service Quality ; Journal of Service Research, vol 7 (30), pp.213-23.

Rambat, Lupiyoadi dan A. Hamdani. 2006. Manajemen Pemasaran Jasa. Edisi Kedua. Jakarta; Salemba Empat.

Pelham, Alfred M, 2007. "Mediating Influences On The Relationship Market Orientation And Profitability In Small Industrial Firms" Journal of Marketing Theory and Practices.

Rahmiati, Mia (2012). Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus: Honda Vario).Fakultas Sosial dan Politik,Universitas Indonesia.

R.C. Blattberg, S.A. Neslin (1990). Sales Promotion: Concepts, Methods, and Strategies. Engle Cliffs, NJ: Prentice Hall.

R, Dwi. 2010. Pengaruh Kualitas layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. Jurnal Ilmu Administrasi dan Organisasi. (Vol.17 No.2 2010).

Ristiani Rina, Siti Saroh, dan Dadang Krisdianto (2018). Pengaruh *BRAND IMAGE*, Kualitas Produk, Dan SALES PROMOTION terhadap loyalitas pelanggan (studi pada pelanggan Inspired27 Store Jalan Soekarno Hatta Kota Malang).

Rusdarti, 2004,"Pengaruh Kualitas Pelayanan Dan Nilai Pelayanan Terhadap Loyalitas Nasabah Pada Bank BPD Jawa Tengah Cabang

Semarang", Jurnal Bisnis Strategi,Vol. 13, Juli,pp 54-65.

S.A. Neslin (2002). Sales Promotion. Relevant Knowledge Series. Marketing Science Institue, Cambridge Massachusetts.

Srivastava, R and Rai, Alok Kr (2018). Mechanics of engendering customer loyalty: A conceptual Framework. Vol 30,Issue 3, PP 207-218

Sugiyono. (2010). Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta

Sugiyono. (2014). Metodologi Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: CV Alfabeta

Sugiyono. (2016). Metodologi Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: CV Alfabeta.

Suryani & Hendryadi. 2015. Metode Riset Kuantitatif Teori dan Aplikasi pada Penelitian Bidang Manajemen dan Ekonomi Islam. Jakarta: Prenada Media Group.

Suh, J-C., and Yi, Y. 2006. When brand attitudes affect the customer satisfaction– loyalty relation : the moderating role of product involvement. Journal of consumer psychology, vol. 16, no.2, pp 145-55

Simamora, Bilson. 2003. "Memenangkan Pasar Dengan Pemasaran Efektif & Profitabel". Jakarta : PT. Gramedia Pustaka Utama

SimiliarWeb. (2019). About tiket.com rank in Online Travel Agency Indonesia. [online] Available at www.similarweb.com/website/tiket.com. [Accessed 13 December 2019]

Tjiptono, F. (2010). *Strategi Pemasaran*. Yogyakarta: Andi Offset

Tjiptono, Fandy. 2014, Pemasaran Jasa Prinsip, Penerapan, dan Penelitian, Andi.Offset, Yogyakarta.

Tiket.com. (2019). About tiket.com. [online] Available at www.tiket.com [Accessed 13 December 2019]

Tiket.com. (2019). About blog tiket.com. [online] Available at www.blog.tiket.com .[Accessed 13 December 2019]

Wan-Ping Pi and Hsieh-Hong Huang. (2011). "Effects of promotion on relationship quality and customer loyalty in the airline industry: The relationship marketing approach" African Journal of Business Management Vol.5.

4.