

**PENGARUH *POINT REWARD*, UNDIAN BEHADIAH DAN ASURANSI
TERHADAP LOYALITAS PELANGGAN
PT. ISM BOGASARI FLOUR MILLS SURABAYA**

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ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh *Point Reward*, Undian Berhadiah dan Asuransi Terhadap Loyalitas Pelanggan PT. ISM Bogasari Flour Mills Surabaya, Metode Penelitian yang digunakan adalah *deskriptif kuantitatif*. Pengukuran variabel menggunakan jenis data skala *likert* dengan menyebarkan kuesioner. Pengukuran sampel diambil sebanyak 86 responden pelanggan PT. ISM Bogasari Flour Mills Surabaya.

Hasil penelitian menunjukkan bahwa secara simultan variabel bebas *Point Reward*, Undian Berhadiah dan Asuransi berpengaruh signifikan terhadap Loyalitas Pelanggan PT. ISM Bogasari Flour Mills Surabaya. Secara Partial Variabel Asuransi Tidak berpengaruh Signifikan terhadap Loyalitas Pelanggan PT. ISM Bogasari Flour Mills Surabaya. , dan variabel yang berpengaruh dominan adalah Undian Berhadiah. Oleh karena itu PT. ISM Bogasari Flour Mills Surabaya hendaknya terus menggali keinginan pelanggannya sehingga mampu bersaing di era pasar bebas ini.

Kata Kunci : *Point Reward*; Undian Berhadiah; Asuransi; Loyalitas

***THE EFFECT OF POINT REWARD, LOTTERY AND THE INSURANCE
AGAINST CUSTOMER LOYALTY OF
PT. ISM BOGASARI FLOUR MILLS SURABAYA***

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ABSTRACT

The purpose of this study is to determine the effect of Point Reward, Lottery and Insurance against Customer Loyalty of PT. ISM Bogasari Flour Mills Surabaya, The research method used is descriptive quantitative. The measurement of variables uses Likert scale data type by spreading the questionnaire. The measurement sample taken from 86 customer respondents of PT. ISM Bogasari Flour Mills Surabaya.

The results shows that simultaneously the independent variable Point Reward, Lottery and Insurance have a significant effect on Customer Loyalty in PT. ISM Bogasari Flour Mills Surabaya. Partially Variable Point Reward and lottery significant effect on Customer loyalty in PT. ISM Bogasari Flour Mills Surabaya. Hoe ever Insurance variable has no Significant effect on Customer Loyalty PT. ISM Bogasari Flour Mills Surabaya. , the dominant variable is the Lottery Sweepstakes. Therefore PT. ISM Bogasari Flour Mills Surabaya should continue to explore the desires of its customers so as to compete in this free market era.

Keywords: Point Reward; Lottery; Insurance; Loyalty