

***EFFECT OF SALES PROMOTION AND BRAND TRUST ON CUSTOMER
LOYALTY***

(Case Study on Shopee Marketplace Users in Jombang)

ABSTRACT

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This study aims to determine and explain the effect of sales promotion and brand trust on customer loyalty to shopee marketplace users in Jombang. This study uses an explanatory research method which is carried out through data collection in the field. The population is shopee marketplace users in Jombang with a research sample of 100 people, data analysis using the Multiple Luier Regression statistical method and hypothesis testing and coefficient of determination. The data is processed using SPSS 20. significant to customer loyalty. In addition, the results obtained that sales promotions have the greatest influence. So the Shopee Marketplace needs to continue to maintain sales promotions in order to keep consumers loyal and able to compete with other marketplaces.

Keywords: Sales Promotion, Brand Trust, Customer Loyalty