

Andika Pratisca Erwanto, 13312123, **Pengaruh Promosi dan *Customer Delivery Service Terhadap Repatronage Intention* Pada McDonalds Gresik Kota Baru**, Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, 21 Mei, 2018.

ABSTRAKSI

Penelitian ini bertujuan untuk melakukan pengujian pengaruh promosi dan *customer delivery service* terhadap *repatronage intention*. Jumlah sampel dalam penelitian ini 100 orang pelanggan pesan layanan antar McDonald GKB. Analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian ini menyimpulkan bahwa hasil pengujian secara parsial promosi tidak berpengaruh signifikan terhadap *repatronage intention*, sedangkan *customer delivery service* berpengaruh signifikan terhadap *repatronage intention* dan secara simultan keduanya berpengaruh signifikan terhadap *repatronage intention*.

Kata Kunci : Promosi, *Customer Delivery Service*, *Repatronage Intention*.

Andika Pratisca Erwanto, 13312123, *Effect of Promotion and Customer Delivery Service on Repatronage Intention at McDonalds Gresik Kota Baru*, Management, Faculty of Economics and Business, Muhammadiyah University Of Gresik, May 21, 2018.

ABSTRACT

This study aims to examine the effect of promotion and customer delivery service on repatronage intention. The number of samples in this study were 100 customers who ordered McDonald's GKB service. Analysis of the data used is multiple linear regression analysis.

The results of this study conclude that the results of partial promotion testing have no significant effect on repatronage intention, while customer delivery service has a significant effect on repatronage intention and simultaneously both have a significant effect on repatronage intention.

Keywords: Promotion, Customer Delivery Service, Repatronage Intention.