

## **ABSTRACT**

*This study aims to analyze the influence of service quality and loyalty programs on sales growth at Superindo in Semarang City. The increasingly competitive modern retail sector requires companies not only to provide a wide variety of products but also to deliver high-quality services and implement effective loyalty programs as strategies to retain customers and drive sales growth. This research employed a quantitative approach, with data collected through questionnaire distribution. The population consisted of all customers shopping at Superindo in Semarang City. A total of 173 respondents were selected using the purposive sampling technique. The independent variables in this study were service quality (X1) and loyalty programs (X2), while the dependent variable was sales growth (Y). The data were analyzed using multiple linear regression analysis with the assistance of SPSS software. The results of the study indicate that: (1) service quality has a positive and significant effect on sales growth, with a regression coefficient of 0.402 and a significance value of 0.000; (2) loyalty programs have a positive and significant effect on sales growth, with a regression coefficient of 0.606 and a significance value of 0.000; and (3) service quality and loyalty programs simultaneously have a positive and significant effect on sales growth, with an F-value of 170.830 and a significance value of 0.000. The coefficient of determination ( $R^2$ ) value of 0.668 indicates that the two independent variables are able to explain 66.8% of the variation in sales growth, while the remaining 33.2% is influenced by other factors outside the research model.*

**Keywords:** *service quality, loyalty programs, sales growth, modern retail, Superindo*