

ABSTRACT

This study by the presence of background in the field of competition in the form of a mini soccer pitch provision or futsal. The existence of futsal fields gets its own place among the community, especially people who have fun playing soccer in the middle of building housing its workload and fatigue. Make people seek refreshment by playing futsal. Indirectly, this condition can increase competition among futsal field in terms of providing the best place to meet consumer needs and obtain maximum profit. In particular, the researchers chose Mulawarman Futsal Banyumanik Semarang.

The research was conducted in Mulawarman Banyumanik Semarang. This study aims to determine the effect three dimension Consumer Motivation, Price, and the Reference Group on Customer Loyalty at play in Futsal Mulawarman Banyumanik Semarang. In this study data were collected with a questionnaire to 75 respondents, which aims to determine the responses to each variable. The analysis used include test validity, test reliability test, test classic assumptions (multicollinearity, normality, Heteroscedasticity), multiple linear regression analysis, goodness of fit test (f test, t test, the coefficient of determination).

Based on t test, most influential first customer motivation to results obtained in the form of the coefficient values of 6.921 and a significance of 0.000 can therefore be said that the motivation of customers and a significant positive effect on customer loyalty. The second effect is the price with the results obtained in the form of the coefficient values of 2.286 and 0.025 for significance can therefore be said that the price has a positive effect on customer loyalty and significance. The third effect is obtained with the reference group resulted in a coefficient of 2.222 and 0.029 for significance can therefore be said that the positive influence of reference groups and the significance of loyalty. From the analysis using the regression can be seen that the motivation variables consumers, price, and the reference group are all positive and significant effect on customer loyalty in the play Futsal Banyumanik Mulawarman Semarang. With the influence of 60.8% and 39.2% others are influenced by other variables.

Key Word : Consumer Motivation, Price, Reference Group, Customer Loyalty.