

Effectiveness of marketing public relations to customer loyalty in McDonald's  
green garden branch in West Jakarta

<sup>1</sup>Bagus Prisandhy Wibowo, <sup>2</sup>Ikbal Rachmat

<sup>1</sup>UNIVERSITAS ESA UNGGUL, JAKARTA

Jl. Arjuna Utara No. 9, RT.5/RW.2, Duri Kupa, Kec. Kb. Jeruk, Kota Jakarta  
Barat, Daerah Khusus Ibukota Jakarta 11510

<sup>1</sup>(baguspw9797@gmail.com)

### ABSTRACT

This study aims to determine how the Effectiveness of Marketing Public Relations Against Customer Loyalty at the McDonald's Branch Green Garden Branch West Jakarta. In this research, the main theory used is the stimulus-organism-response (s-o-r) theory and uses a quantitative approach with survey methods and correlational descriptive research objectives. In the variable X (marketing public relations) obtained results of 65% of 80 respondents categorized well regarding marketing public relations conducted by McDonald's. Whereas the variable Y (Customer Loyalty) obtained 68% of the 80 respondents categorized as having good loyalty as McDonald's customers in the West Jakarta Green Garden Branch. The McDonald's public relations marketing has an effectiveness of 99% to generate customer loyalty and 1% is caused by other factors outside marketing public relations.

**Keywords : Marketing Public Relations. Customer Loyalty, Effectiveness, McDonald's Green Garden**

Efektivitas Marketing Public Relations Terhadap Loyalitas Pelanggan Pada  
Cabang McDonald's Cabang Green Garden Jakarta Barat

<sup>1</sup>Bagus Prisandhy Wibowo, <sup>2</sup>Ikkal Rachmat

<sup>1</sup>UNIVERSITAS ESA UNGGUL, JAKARTA

Jl. Arjuna Utara No. 9, RT.5/RW.2, Duri Kepa, Kec. Kb. Jeruk, Kota Jakarta  
Barat, Daerah Khusus Ibukota Jakarta 11510

<sup>1</sup>(baguspw9797@gmail.com)

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana Efektivitas *Marketing Public Relations* Terhadap Loyalitas Pelanggan Pada Cabang McDonald's Cabang Green Garden Jakarta Barat. Dalam penelitian ini teori utama yang digunakan ialah teori *stimulus – organism – response* (s-o-r) dan menggunakan pendekatan kuantitatif dengan metode survei dan tujuan penelitian deskriptif korelasional. Pada variabel X (*marketing public relations*) didapatkan hasil sebesar 65% dari 80 responden dikategorikan baik mengenai *marketing public relations* yang dilakukan McDonald's. Sedangkan pada variabel Y (Loyalitas Pelanggan) didapatkan hasil sebesar 68% dari 80 responden dikategorikan memiliki loyalitas yang baik sebagai pelanggan McDonald's Cabang Green Garden Jakarta Barat. Adapun *marketing public relations* McDonald's memiliki efektivitas sebesar 99% untuk menimbulkan loyalitas pelanggan dan 1% disebabkan oleh faktor lain di luar *marketing public relations*.

**Kata kunci:** *Marketing Public Relations*, Loyalitas Pelanggan, Efektivitas,  
McDonald's Green Garden