

**PENGARUH *MARKETING PUBLIC RELATIONS* THE HOLY  
CRAB TERHADAP LOYALITAS KONSUMEN  
(Survei Pada Konsumen *The Holy Crab* Cabang Senopati)**

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**Abstrak**

**Latar belakang** pada penelitian ini adalah fenomena tempat makan/restoran yang sedang marak pada saat ini maka dari sebab itu *The Holy Crab* adalah sebuah salah satu industri kuliner di Jakarta yang pertama kali mengkreasikan ide unik yaitu dengan penyajian menu makanan tanpa piring beserta sendoknya. Keistimewaan *The Holy Crab* terletak pada tiga elemen yaitu, variasi seafood yang disajikan, bumbu special hasil racikan sendiri, serta cara makan yang unik. **Tujuan penelitian** ini adalah untuk mengetahui seberapa besar pengaruh antara *marketing public relations the holy crab* cabang senopati terhadap loyalitas konsumen. **Teori** yang digunakan adalah teori *marketing public relations* dan loyalitas konsumen. **Metodologi penelitian** ini menggunakan pendekatan kuantitatif dan survei eksplanatif. Penelitian ini mempunyai populasi sebanyak 3.092 orang dengan sampel 97 responden yang menggunakan rumus Yamane. Teknik penarikan sampel yang digunakan yaitu non probabilitas yaitu *accidental sampling*. **Hasil penelitian** diperoleh uji kolerasi sebesar 0,463 yang berarti mempunyai hubungan yang cukup berarti, uji regresi diketahui bahwa  $Y=37,896 + 0,553X$ , yang menyatakan mempunyai pengaruh yang signifikan dan koefisien determinasi besarnya 21% sedangkan t hitung 2,844 > t tabel 1,66105 yang berarti terdapat pengaruh *marketing public relations* terhadap loyalitas konsumen. **Kesimpulan** dari penelitian ini dengan taraf signifikan 10% diperoleh t hitung 2,844 > t tabel 1,66105. Sehingga terlihat bahwa  $H_0$  ditolak dan  $H_a$  diterima, artinya bahwa ada pengaruh *marketing public relations* The Holy Crab terhadap loyalitas konsumen (survei pada The Holy Crab cabang Senopati).

**Kata Kunci** : *Marketing Public Relations*, Loyalitas Konsumen, The Holy Crab

**THE INFLUENCE OF MARKETING PUBLIC RELATIONS THE  
HOLY CRAB TO LOYALTY CONSUMERS  
(The Survey to The Holy Crab's Customer, Senopati)**

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**Abstract**

*The background in this research is the phenomenon place to restaurant that underway at the moment and therefore the holy crab is a one of culinary industry in Jakarta who first creation of idea unique namely by presentation of cuisines without the plate and down his spoon. Features The Holy Crab located at three elements that is, variation seafood served, seasoning special the results of recipe own, and manner of feeding unique. **Research purposes** is to know how big the influence of marketing public relations between The Holy Crab the branch Senopati to loyalty consumers. **The theory** that used in this research was marketing public relations and customer loyalty theory. **Methodology** this research used a quantitative approach and explanative survey. Respondent of this research as many as 3.092 people in a month and samples were obtained as many as 97 people by using Yamane's formula. **Technique withdrawal sample** used namely non probability that is accidental sampling. Research results obtained correlations test of 0,463 which means had links significant, regression test note that  $Y=37,896 + 0,553X$ , stating have leverage significant and determination of the 21% while  $t$  count 2,844 >  $t$  table 1,66105 which means is the public relations marketing of loyalty consumers. **The conclusion** of the research by significant level of 10% obtained  $t$  count 2,844 >  $t$  table 1,66105. So that it can be seen that  $h_0$  were rejected and  $h_a$  accepted, it means that there is the influence of marketing public relations the holy crab against loyalty consumers (Survey conducted in the holy crab branch Senopati)*

**Keywords :** *Marketing Public Relations, Costumer Loyalty, The Holy Crab*