

ABSTRAK

Menyadari pentingnya Kepuasan konsumen Dalam penelitian ini, penulis akan membahas mengenai Kualitas produk, Kualitas pelayanan dan Promosi. Hal ini di duga karena kualitas produk dan kualitas pelayanan yang baik serta strategi promosi yang dilakukan *Official store Marchendaise JCLEC* dapat menciptakan kepuasan konsumen.

Populasi dalam penelitian ini adalah konsumen yang telah membeli produk *marchendaise* di JCLEC Periode November 2019 – Februari 2020 = 607 Orang. Untuk jumlah sampel yang di ambil menggunakan rumus slovin dengan nilai e 10% didapat jumlah sampel 86 responden.

Jenis penelitian ini adalah kuantitatif dan pengambilan sampel menggunakan metode *Accidental Sampling*, analisis data dn pengujian hipotesis uji t , diperoleh bahwa Kualitas Produk (X1) berpengaruh positif terhadap Kepuasan Konsumen (Y) dengan nilai probabilitas signifikansi 0,000, Kualitas Pelayanan (X2) berpengaruh positif terhadap Kepuasan Konsumen (Y) dengan nilai probabilitas signifikansi 0,000, dan Promosi (X3) berpengaruh negatif terhadap Kepuasan Konsumen (Y) dengan nilai probabilitas signifikansi 0,000. Sedangkan dengan uji F didapat hasil Kualitas Produk, Kualitas Pelayanan dan Promosi secara simultan mempengaruhi Kepuasan Kosumen dengan nilai probabilitas signifikansi sebesar 0.000. Nilai koefisien determinan *R Square* sebesar 0.309 (30.9%) Kepuasan Konsumen dipengaruhi Kualitas Produk (X1), Kualitas Pelayanan (X2), dan Promosi (X3) dan sisa 69.1% di pengaruhi oleh faktor atau variabel lainnya.

Kata kunci : Kualitas Produk, Kualitas Pelayanan, Promosi dan Kepuasan Konsumen

ABSTRACT

Realizing the importance of customer satisfaction. In this study, the authors will discuss product quality, service quality and promotion. This is presumably because product quality and good service quality as well as the promotion strategy implemented by JCLEC's Official Store Marchendaise can create customer satisfaction.

The population in this study were consumers who had purchased marchendaise products at JCLEC for the period November 2019 - February 2020 = 607 people. For the number of samples taken using the Slovin formula with an e value of 10%, the total sample size is 86 respondents.

This type of research is quantitative and sampling using the Accidental Sampling method, data analysis and t-test hypothesis testing, it is found that Product Quality (X1) has a positive effect on Customer Satisfaction (Y) with a significance probability value of 0.000, Service Quality (X2) has a positive effect on Customer Satisfaction (Y) with a significance probability value of 0.000, and Promotion (X3) having a negative effect on Customer Satisfaction (Y) with a significance probability value of 0.000.

Meanwhile, with the F test results obtained product quality, service quality and promotion simultaneously affect customer satisfaction with a significance probability value of 0.000. The determinant coefficient value of R Square is 0.309 (30.9%). Consumer satisfaction is influenced by Product Quality (X1), Service Quality (X2), and Promotion (X3) and the remaining 69.1% is influenced by other factors or variables.

Keywords: Product Quality, Service Quality, Promotion and Customer Satisfaction