

ABSTRAK

Agung Mutakabbir Al Basyar, 2022. Pengaruh Kualitas Pelayanan, Harga dan Promosi Terhadap Kepuasan Pelanggan di PT. Mega Indah Sari Timor Misi Depo Bangunan. Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Agussalim HR dan Pembimbing II Wahyuddin.

Penelitian ini bertujuan 1) untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan di PT. Mega Indah Sari Timor Misi Depo Bangunan, 2) untuk mengetahui pengaruh harga terhadap kepuasan pelanggan di PT. Mega Indah Sari Timor Misi Depo Bangunan, 3) untuk mengetahui pengaruh promosi terhadap kepuasan pelanggan di PT. Mega Indah Sari Timor Misi Depo Bangunan, 4) untuk mengetahui pengaruh kualitas pelayanan, harga dan promosi secara simultan terhadap kepuasan pelanggan di PT. Mega Indah Sari Timor Misi Depo Bangunan. Jenis penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif, penelitian ini memiliki populasi 120 dengan mengambil sampel sebanyak 60 responden. Berdasarkan analisis serta pembahasan maka dapat di tarik kesimpulan 1) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada PT. Mega Indah Sari Timor Misi Depo Bangunan, 2) harga berpengaruh negatif dan signifikan terhadap kepuasan pelanggan pada PT. Mega Indah Sari Timor Misi Depo Bangunan, 3) promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada PT. Mega Indah Sari Timor Misi Depo Bangunan, 4) kualitas pelayanan, harga dan promosi secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada PT. Mega Indah Sari Timor Misi Depo Bangunan.

Kata Kunci : *Kualitas Pelayanan, Harga, Promosi dan Kepuasan Pelanggan*

ABSTRACT

Agung Mutakabbir Al Basyar, 2022. Impact on quality of service, price and promotion on customer satisfaction at the mega beautiful saris timor mission depo building. Thesis on the faculty of economics and business studies program at makassar muhammadiyah university. Guided by hr's advisers agussalim and ii wahyuddin.

This study aims 1) to determine the effect of service quality on customer satisfaction at PT. Mega Indah Sari Timor Mission Building Depot, 2) to determine the effect of price on customer satisfaction at PT. Mega Indah Sari Timor Mission Building Depot, 3) to determine the effect of promotion on customer satisfaction at PT. Mega Indah Sari Timor Mission Building Depot, 4) to determine the effect of service quality, price and promotion simultaneously on customer satisfaction at PT. Mega Indah Sari Timor Mission Building Depot. The type of research used in this study is a quantitative approach, this study has a population of 120 by taking a sample of 60 respondents. Based on the analysis and discussion, it can be concluded that 1) the quality of service has a positive and significant effect on customer satisfaction at PT. Mega Indah Sari Timor Mission Depo Building, 2) price has a negative and significant effect on customer satisfaction at PT. Mega Indah Sari Timor Mission Depo Building, 3) promotion has a positive and significant effect on customer satisfaction at PT. Mega Indah Sari Timor Mission Depo Building, 4) service quality, price and promotion simultaneously have a positive and significant effect on customer satisfaction at PT. Mega Indah Sari Timor Mission Building Depot.

Key words: quality of service, price, promotion and customer satisfaction