

ABSTRAK

Reski Purnama Wirawan, 2023. Pengaruh Kualitas Pelayanan dan Potongan Harga Terhadap Kepuasan Pelanggan PT Sumber Alfaria Trijaya Tbk (Alfamart) Cabang Bontotanga Kabupaten Bulukumba. Skripsi Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh : Andi Mappatempo dan Sherry Edelia Natsir Kalla.

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh kualitas pelayanan dan potongan harga terhadap kepuasan pelanggan PT Sumber Alfaria Trijaya Tbk (Alfamart) Cabang Bontotanga Kabupaten Bulukumba. Jenis penelitian yang digunakan yaitu pendekatan kuantitatif. Metode pengumpulan data yang digunakan yaitu melalui kuesioner dengan populasi penelitian semua pelanggan yang membeli produk di PT Alfaria Trijaya TBK (Alfamart) Cabang Bontotanga Kabupaten Bulukumba. Dalam penelitian ini diambil 115 responden sebagai sampel. Adapun metode analisis yang digunakan yaitu uji instrumen data, uji asumsi klasik, uji analisis regresi linier berganda dan uji hipotesis. Berdasarkan hasil analisis data didapatkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan PT Sumber Alfaria Trijaya Tbk (Alfamart) Cabang Bontotanga Kabupaten Bulukumba dan potongan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan PT Sumber Alfaria Trijaya Tbk (Alfamart) Cabang Bontotanga Kabupaten Bulukumba.

Kata Kunci : *Kualitas pelayanan, Potongan Harga dan Kepuasan Pelanggan*

ABSTRACT

Reski Purnama Wirawan, 2023. *The Influence of Service Quality and Price Discounts on Customer Satisfaction of PT Sumber Alfaria Trijaya Tbk (Alfamart) Bontotanga Branch, Bulukumba Regency. Thesis Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Mappatempo and Sherry Edelia Natsir Kalla.*

This research aims to determine the extent of the influence of service quality and price discounts on customer satisfaction at PT Sumber Alfaria Trijaya Tbk (Alfamart) Bontotanga Branch, Bulukumba Regency. The type of research used is a quantitative approach. The data collection method used was through a questionnaire with a research population of all customers who purchased products at PT Alfaria Trijaya TBK (Alfamart) Bontotanga Branch, Bulukumba Regency. In this study, 115 respondents were taken as samples. The analytical method used is the data instrument test, classical assumption test, multiple linear regression analysis test and hypothesis testing. Based on the results of data analysis, it was found that service quality had a positive and significant effect on customer satisfaction at PT Sumber Alfaria Trijaya Tbk (Alfamart) Bontotanga Branch, Bulukumba Regency and price discounts had a positive and significant effect on customer satisfaction at PT Sumber Alfaria Trijaya Tbk (Alfamart) Bontotanga Branch, Bulukumba Regency.

Keywords : *Quality of service, Discounts and Customer Satisfaction*