

ABSTRAK

Ervina Febrianti Linda Sari. 2023. **Pengaruh Kualitas Produk, Promosi, dan Kualitas Pelayanan Terhadap Kepuasan Konsumen *Counter Joker Cell* Di Desa Kebunan Sumenep** . Skripsi: Program Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja Madura. Pembimbing : Drs. Ec. M. Munir Syam AR, M.M.

Kepuasan konsumen merupakan perasaan konsumen yang mereka rasakan setelah melakukan pembelian yang dipengaruhi oleh kualitas produk, promosi dan kualitas pelayanan. Penelitian ini bertujuan untuk menguji pengaruh kualitas produk, promosi, dan kualitas pelayanan terhadap kepuasan konsumen *counter joker cell* di desa kebun sumenep.

Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini yaitu semua konsumen di *Counter Joker Cell* di desa kebun Sumenep. Dengan menggunakan metode *purposive sampling* dan di peroleh 40 responden yang menjadi sampel penelitian. Teknik pengujian yang digunakan dalam penelitian ini adalah Statistik deskriptif karakteristik responden, analisis deskriptif variabel, uji kualitas data, uji asumsi klasik, uji Linier Berganda, Uji Hipotesis, dan uji determinasi.

Hasil penelitian menunjukkan bahwa secara bersama-sama kualitas produk, promosi dan kualitas pelayanan berpengaruh terhadap kepuasan konsumen. Secara Parsial, variabel kualitas produk berpengaruh terhadap kepuasan konsumen, promosi tidak berpengaruh terhadap kepuasan konsumen. Dan Kualitas Pelayanan berpengaruh terhadap kepuasan konsumen.

Kata Kunci: Kualitas Produk, Promosi, Kualitas Pelayanan, Kepuasan Kosumen

ABSTRACT

Ervina Febrianti Linda Sari. 2023. The Influence of Product Quality, Promotion, and Service Quality on Consumer Decisions on Joker Cell Counters in Kebunan Village, Sumenep. Thesis: Management Study Program, Faculty of Economics and Business, University of Wiraraja Madura. Advisor : Drs. Ec. M. Munir Syam AR, M.M.

Consumer satisfaction is the feeling consumers feel after making a purchase which is influenced by product quality, promotion and service quality. This study aims to examine the effect of product quality, promotion, and service quality on consumer satisfaction at the Joker Cell Counter in Kebunan Sumenep Village.

This research uses quantitative methods. The population in this study were all consumers at the Joker Cell Counter in the Sumenep garden village. By using a purposive sampling method and obtained 40 respondents who became the research sample. The testing techniques used in this study are descriptive statistics on the characteristics of the respondents, descriptive analysis of variables, data quality tests, classical assumption tests, multiple linear tests, hypothesis tests, and determination tests.

Research results show that together product quality, promotion and service quality affect consumer satisfaction. Partially, product quality variables affect consumer satisfaction, promotions do not affect consumer satisfaction. And service quality affects consumer satisfaction.

Keywords: *Product Quality, Promotion, Service Quality, Consumer Satisfaction*