

## ABSTRAK

Judul : Pengaruh Kualitas Layanan, Kualitas Produk, dan Promosi Terhadap Kepuasan Pelanggan Studi Kasus Pelanggan Chatime Di Wilayah Jakarta Pusat).

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Program Studi : S-1 Manajemen

Dosen Pembimbing : Suryari Purnama

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, kualitas produk, dan promosi produk Chatime terhadap kepuasan pelanggan (studi kasus pelanggan Chatime di Wilayah Jakarta Pusat). Variabel independen yaitu kualitas layanan, kualitas produk, promosi dan variabel dependen yaitu kepuasan pelanggan.

Populasi dalam penelitian ini yaitu seluruh pelanggan chatime yang melakukan pembelian langsung di gerai. Sampel dalam penelitian ini diambil dengan metode pengambilan sampel *non probability sampling* menggunakan teknik *purposive sampling* sebanyak 185 responden. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah melalui kuisioner. Teknik analisis data yang digunakan adalah Analisis Regresi Berganda.

Hasil penelitian ini menunjukkan: (1) kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (2) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (3) promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (4) kualitas layanan, kualitas produk, dan promosi berpengaruh positif dan signifikan secara simultan terhadap kepuasan pelanggan Chatime di wilayah Jakarta Pusat; (5) Variabel yang berpengaruh dominan terhadap kepuasan pelanggan Chatime di wilayah Jakarta Pusat adalah variabel promosi.

**Kata kunci: Kualitas Layanan, Kualitas Produk, Promosi dan Kepuasan Pelanggan**

## **ABSTRACT**

**Title** : *Influence of Service Quality, Product Quality, and Promotion on Customer Satisfaction Case Study of Chatime Customers in Central Jakarta Area).*

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**Study Program** : S-1 Management

**Mentor Lecture** : Suryari Purnama

*This study aims to determine the effect of service quality, product quality, and promotion of Chatime products on customer satisfaction (case study of Chatime customers in the Central Jakarta Region). The independent variable is service quality, product quality, promotion and the dependent variable is customer satisfaction.*

*The population in this study are all Chatime customers who make direct purchases at outlets. The sample in this study was taken with a non-probability sampling method using purposive sampling technique as many as 185 respondents. The data collection technique used in this study was through a questionnaire. The data analysis technique used is Multiple Regression Analysis.*

*The results of this study indicate: (1) service quality has a positive and significant effect on customer satisfaction; (2) product quality has a positive and significant effect on customer satisfaction; (3) promotion has a positive and significant effect on customer satisfaction; (4) service quality, product quality, and promotion have a simultaneous positive and significant effect on Chatime customer satisfaction in the Central Jakarta area; (5) The variable that has the dominant influence on Chatime customer satisfaction in the Central Jakarta area is the promotion variable.*

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