

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh promosi, citra merek dan kualitas pelayanan terhadap kepuasan pelanggan pada PT. Pos Surabaya Cabang Kebonrojo (Persero). Populasi dalam penelitian ini adalah seluruh konsumen yang menggunakan produk atau jasa PT. Pos Surabaya Cabang Kebonrojo (Persero). Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS 20 (*Statistical Product and Service Solutions*).

Hasil penelitian menunjukkan bahwa promosi, citra merek dan kualitas pelayanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan dengan koefisien regresi sebesar 0,256 dan tingkat signifikansi 0,014. Variabel citra merek berpengaruh signifikan dan positif terhadap kepuasan pelanggan dengan koefisien regresi sebesar 0,362 dan tingkat signifikansi 0,000. Variabel kualitas pelayanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan dengan koefisien regresi sebesar 0,210 dan tingkat signifikansi 0,10. Variabel independen memiliki pengaruh signifikan terhadap variable dependen dengan tingkat signifikansi sebesar 0,000

Kata Kunci : Promosi, Citra Merek, Kualitas Pelayanan dan Kepuasan Pelanggan

Abstract

This research aimed to examine the effect of promotion, brand image, and service quality on the costumers' satisfaction of PT. Pos Surabaya, Kebonrojo branch (Persero). While, the population was all consumers who use the service and buy the product of PT. Pos Surabaya, Kebonrojo branch (Persero). Moreover, the data collection technique used purposive sampling, with 100 respondents as sample. Furthermore, the data analysis technique used multiple linear with SPSS (Statistical Product and Service Sulotions) 20.

The research result concluded promotion, brand image, and service quality had positive and significant effect on the costumers' satisfaction with regression coefficient of 0.256 and significance level of 0.014. In addition, the brand image had positive and significant effect on the costumers' satisfaction with regression coefficient of 0.362 and significance level of 0.000. Likewise, the quality service had positive dan significant effect on the costumers' satisfaction with regression coefficient of 0.210 and significance level 0.10. In addition, independent variable had significant effect on dependent variable with the significance level of 0.000.

Keywords: Promotion, Brand Image, Service Quality, Costumers' Satisfaction

ABSTRACT

This research aimed to examine the effect of promotion, brand image, and service quality on the customers' satisfaction of PT Pos Surabaya, Kebonrojo branch (Persero). While, the population was all consumers who use the service and buy the product of PT Pos Surabaya, Kebonrojo branch (Persero). Moreover, the data collection technique used purposive sampling, with 100 respondents as sample. Furthermore, the data analysis technique used multiple linear with SPSS (Statistical Product and Service Solutions) 20.

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Keywords: Promotion, Brand Image, Service Quality, Customers' Satisfaction



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