

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh produk, harga, lokasi, dan promosi terhadap kepuasan pelanggan pada PT Sukses Sesama Cabang Sidoarjo. Populasi pada penelitian ini adalah pelanggan yang telah melakukan pembelian pada PT Sukses Sesama Cabang Sidoarjo, karena populasi penelitian ini sangat besar dan tidak terbatas (*infinite*), maka dalam penentuan sampel penelitian ini digunakan rumus Lemeshow, sehingga jumlah sampel diperoleh sebanyak 98 orang. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan dalam penelitian ini yaitu dengan metode regresi linear berganda.

Hasil uji hipotesis (uji t) menunjukkan bahwa: produk, harga, lokasi, dan promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada PT Sukses Sesama Cabang Sidoarjo. Hasil uji koefisien determinasi (R^2) diperoleh nilai R Square sebesar 0,650 yang menunjukkan bahwa variabel independen dalam penelitian ini yaitu produk, harga, lokasi, dan promosi mempengaruhi kepuasan pelanggan sebesar 65% dan sisanya di pengaruhi variabel lainnya yang tidak di masukkan dalam penelitian ini.

Kata kunci: Produk, Harga, Lokasi, Promosi, Kepuasan Pelanggan.

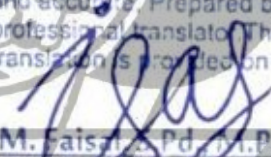


ABSTRACT

This research aimed to find out the effect of product, price, location, and promotion on customers' satisfaction at PT Sukses Sesama branch of Sidoarjo. Furthermore, the research population was customers who had purchased some products at PT Sukses Sesama branch of Sidoarjo. Since the research population was big and infinite, Lemeshow formula was used. Therefore, there were 98 respondents as a sample. Moreover, the data collection technique used a purposive sampling, in which the sample was based on the criteria given. In line with that, the instrument in the data collection technique used questionnaires. Additionally, the data was examined by both validity and reliability tests.

The data analysis technique used multiple linear regression. According to the hypothesis test (t-test), it showed that: product, price, location, and promotion had a positive and significant effect on the customers' satisfaction at PT Sukses Sesama branch of Sidoarjo. In addition, the result of the coefficient determination test (R²) showed that there was 0.650 R Square. It meant, the independent variables namely product, price, location, and promotions affected customers' satisfaction for about 65%. While, the rest of the percentage was affected by other variables outside of the research.

Keywords: *Product, Price, Location, Promotion, Customers' Satisfaction*

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