

# **PENGARUH PROMOSI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI KANTOR KAS LPD DESA ADAT TAJUN**

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## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh (1) promosi dan kualitas pelayanan terhadap kepuasan pelanggan (2) promosi terhadap kepuasan pelanggan (3) kualitas pelayanan terhadap kepuasan pelanggan. Subjek dari penelitian ini adalah pelanggan di Kantor Kas LPD Desa Adat Tajun. Sedangkan objek dari penelitian ini adalah promosi, kualitas pelayanan dan kepuasan pelanggan. Rancangan penelitian yang digunakan adalah penelitian kuantitatif kausal. Teknik pengumpulan data dalam penelitian ini yaitu menggunakan kuesioner, selanjutnya data dianalisis dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) promosi dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan di Kantor Kas LPD Desa Adat Tajun (2) promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Kantor Kas LPD Desa Adat Tajun (3) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Kantor Kas LPD Desa Adat Tajun.

Kata kunci : kepuasan pelanggan, kualitas pelayanan, promosi

***THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON  
CUSTOMER SATISFACTION AT THE LPD CASH OFFICE OF TAJUN  
TRADITIONAL VILLAGE***

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***ABSTRACT***

*This study aims to examine the effect of (1) promotion and service quality on customer satisfaction (2) promotion on customer satisfaction (3) service quality on customer satisfaction. The subjects of this research are customers at the LPD Cash Office of Tajun Traditional Village. While the object of this research is promotion, service quality and customer satisfaction. The research design used is causal quantitative research. The data collection technique in this study was to use a questionnaire, then the data were analyzed using multiple linear regression analysis. The results showed that (1) promotion and service quality have a significant effect on customer satisfaction at the Tajun Customary Village LPD Cash Office (2) promotion has a positive and significant effect on customer satisfaction at the Tajun Customary Village LPD Cash Office (3) service quality has a positive and significant effect on customer satisfaction at the Tajun Customary Village LPD Cash Office.*

***Keywords:*** *customer satisfaction, service quality, promotion*

