

**PENGARUH PROMOSI DAN KUALITAS PRODUK
TERHADAP KEPUASAN PELANGGAN
PADA DIVA CASH & CREDIT DI SINGARAJA**

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ABSTRAK

Penelitian ini memiliki tujuan guna menguji pengaruh promosi dan kualitas produk secara simultan dan parsial terhadap kepuasan pelanggan pada Diva *Cash & Credit* di Singaraja. Rancangan penelitian yang dipakai yakni penelitian kuantitatif kausal. Penentuan sampel dalam riset ini memakai teknik *probability sampling* yakni *simple random sampling* dengan sampel yang dipakai sejumlah 175 responden. Metode pengumpulan data yang dipakai yakni kuesioner yang diisi oleh pelanggan Diva *Cash & Credit* di Singaraja. Pengujian instrumen dilaksanakan berupa uji validitas dan uji reliabilitas. Uji asumsi klasik yaitu uji normalitas, uji multikolinearitas dan uji heteroskedastisitas serta metode analisis memakai analisis regresi linier berganda, uji F, uji t dan uji koefisien determinasi (R^2). Hasil dari riset ini yakni (1) promosi dan kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan Diva *Cash & Credit* di Singaraja, (2) promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan Diva *Cash & Credit* di Singaraja, (3) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan Diva *Cash & Credit* di Singaraja. Dengan adanya media sosial Diva *Cash & Credit* di Singaraja akan lebih dikenal masyarakat dengan memberikan promosi serta informasi mengenai produk-produk terbaru dan kualitas produk dengan memberikan penawaran produk dengan fitur-fitur yang nyata, daya tahan yang lebih lama serta estetika pada setiap produk guna menciptakan kepuasan pelanggan.

Kata kunci: kepuasan pelanggan, promosi, kualitas produk

**EFFECT OF PROMOTION AND PRODUCT QUALITY
ON CUSTOMER SATISFACTION
AT DIVA CASH & CREDIT IN SINGARAJA**

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ABSTRACTS

This research aims to examine the effect of promotion and product quality simultaneously and partially on customer satisfaction at Diva Cash & Credit in Singaraja. The research design used is causal quantitative research. Determining the sample in this research used a probability sampling technique, namely simple random sampling with a sample of 175 respondents. The data collection method used was a questionnaire filled out by Diva Cash & Credit customers in Singaraja. Instrument testing is carried out in the form of validity tests and reliability tests. The classic assumption tests are the normality test, multicollinearity test and heteroscedasticity test and the analysis method uses multiple linear regression analysis, F test, t test and coefficient of determination test (R²). The results of this research are (1) promotion and product quality have a significant effect on customer satisfaction of Diva Cash & Credit in Singaraja, (2) promotion have a positive and significant effect on customer satisfaction of Diva Cash & Credit in Singaraja, (3) product quality has a positive effect and significant impact on Diva Cash & Credit customer satisfaction in Singaraja. With the existence of social media, Diva Cash & Credit in Singaraja will be better known to the public by providing promotions and information about the latest products and product quality by providing product offers with real features, longer durability and aesthetics for each product to create customer satisfaction.

Keywords: *customer satisfaction, promotion, product quality*