

ABSTRAK

Saat ini, perusahaan-perusahaan sedang sibuk meningkatkan kekuatan mereka. Banyaknya pesaing atau perusahaan yang menawarkan produk sejenis membuat persaingan antar perusahaan menjadi semakin ketat. Kami yakin perusahaan dapat bersaing dengan kompetitor dengan kinerja dan efisiensi yang lebih baik. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan, citra merek dan pemasaran terhadap kepuasan pelanggan Tembakau Kasturi di toko Pak Aripin Pasirian. Ada banyak metode penelitian. Metode pengumpulan data ditentukan dengan cara menyebarkan survei kepada konsumen yang membeli atau pernah membeli tembakau kasturi. Analisis dan uji regresi berganda digunakan dalam pengujian hipotesis dan hasilnya sebagai berikut: 1) Kualitas pelayanan tidak berpengaruh signifikan terhadap kepuasan pelanggan Tembakau Kasturi, 2) Citra merek tidak berpengaruh signifikan terhadap kepuasan pelanggan Tembakau Kasturi, 3) Promosi berpengaruh signifikan terhadap kepuasan pelanggan Tembakau Kasturi. Nilai koefisien determinasi (R^2) sebesar 0,782 atau 78,2% terhadap kepuasan pelanggan yang dijelaskan menurut variabel kualitas pelayanan, perubahan citra merek dan promosi, sedangkan sisanya diwakili oleh nilai estimasi sebesar 0,218 atau 21% yang dipengaruhi oleh faktor lain. harga, inovasi produk, dll.

Kata kunci: Kualitas Pelayanan, Citra Merek dan Promosi

ABSTRACT

Nowadays, companies are busy increasing their strength. The large number of competitors or companies offering similar products makes competition between companies even tighter. We believe the company can compete with competitors with better performance and efficiency. The aim of this research is to determine the influence of service quality, brand image and marketing on Kasturi Tobacco customer satisfaction at the Pak Aripin Pasirian shop. There are many research methods. The data collection method was determined by distributing surveys to consumers who bought or had bought musk tobacco. Analysis and multiple regression tests were used in hypothesis testing and the results are as follows: 1) Service quality has no significant effect on Kasturi Tobacco customer satisfaction, 2) Brand image has no significant effect on Kasturi Tobacco customer satisfaction. 3) Promotion has a significant effect on Kasturi Tobacco customer satisfaction. The coefficient of determination (R^2) value is 0.782 or 78.2% of customer satisfaction which is explained by the variables of service quality, brand image changes and promotions, while the remainder is represented by an estimated value of 0.218 or 21 which is influenced by other factors. price, product innovation, etc.

Keywords: Service Quality, Brand Image and Promotion