



Acceptance Letter

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This is to enlighten you that above manuscript appraised by the proficient and it is **accepted** by the Board of Referees (BoR) of 'Institute Of Compute Science (IOCS)' for publication in the '**Jurnal Mantik**' that will publish at **Volume 5, Issue 1, May (2021)** in Regular Issue on **01 May 2021**. It will be available live at <https://iocscience.org/ejournal/index.php/mantik/issue/view/63>

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1. Final Paper | Ms Word doc. | docx. file

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ABSTRAK

PENGARUH KEPUASAN KONSUMEN, KUALITAS PRODUK DAN STRATEGI PROMOSI TERHADAP LOYALITAS KONSUMEN STUDI PADA KONSUMEN PT CALISTA BEAUTY CLINIC MEDAN

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Penelitian di lakukan di PT Calista Beauty Clinic Medan. tujuan Penelitian adalah untuk menguji dan menganalisi pengaruh Kepuasan Konsumen, Kualitas Produk dan Strategi Promosi terhadap Loyalitas Konsumen Studi pada Konsumen PT Calista Beauty Clinic Medan. Loyalitas konsumen mengalami penurunan yang disebabkan oleh penurunan kepuasan konsumen, kualitas produk dan strategi promosi yang belum maksimal. Metode penelitian menggunakan kuantitatif. Populasi dalam penelitian ini berjumlah 198 konsumen dan sampel penelitian berjumlah 132 konsumen. Teknik sampling yang digunakan adalah *sampling random sampling*. Pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $3,692 > 1,979$ dan signifikan yang diperoleh $0,000 < 0,05$, nilai $t_{hitung} > t_{tabel}$ atau $3,692 > 1,979$ dan signifikan yang diperoleh $0,000 < 0,05$, nilai $t_{hitung} > t_{tabel}$ atau $3,692 > 1,979$ dan signifikan yang diperoleh $0,000 < 0,05$ dan nilai $F_{hitung} (10,373) > F_{tabel} (2,68)$ dan probabilitas signifikansi $0,000 < 0,05$, berarti bahwa secara parsial dan secara simultan Kepuasan Konsumen, Kualitas Produk dan Strategi Promosi berpengaruh positif dan signifikan terhadap Loyalitas Konsumen Studi pada Konsumen PT Calista Beauty Clinic Medan. Hasil uji koefisien determinasi diperoleh nilai *Adjusted R Square* sebesar 0,177 hal ini berarti 17,7% dari variasi variabel loyalitas konsumen yang dapat dijelaskan oleh variasi variabel kepuasan konsumen, kualitas produk dan strategi promosi sedangkan sisanya sebesar 82,3% dijelaskan oleh variabel lain yang tidak diteliti pada penelitian ini, seperti kualitas pelayanan, inovasi produk, design produk dan sebagainya

Kata Kunci: Kepuasan Konsumen, Kualitas Produk, Strategi Promosi, Loyalitas Konsumen

ABSTRACT

THE EFFECT OF CUSTOMER SATISFACTION, PRODUCT QUALITY AND PROMOTION STRATEGY TOWARDS STUDY CUSTOMER LOYALTY CONSUMER PT CALISTA BEAUTY CLINIC MEDAN

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The research was conducted at PT Calista Beauty Clinic Medan. The research objective was to test and analyze the influence of Customer Satisfaction, Product Quality and Promotion Strategy on Study Consumer Loyalty at PT Calista Beauty Clinic Medan's Consumers. Consumer loyalty has decreased due to decreased customer satisfaction, product quality and less than optimal promotion strategies. The research method uses quantitative. The population in this study amounted to 198 consumers and the research sample amounted to 132 consumers. The sampling technique used was random sampling. Hypothesis testing partially obtained $t_{count} > t_{table}$ or $3.692 > 1.979$ and a significant value obtained was $0.000 < 0.05$, the value of $t_{count} > t_{table}$ or $3.692 > 1.979$ and the significant value obtained was $0.000 < 0.05$, $t_{count} > t_{table}$ or $3.692 > 1.979$ and the significance obtained is $0.000 < 0.05$ and the calculated F value $(10,373) > F_{table} (2.68)$ and the significance probability is $0.000 < 0.05$, it means that partially and simultaneously Customer Satisfaction, Product Quality and Promotion Strategy have a positive and significant effect on Consumer Loyalty in the Study of PT Calista Beauty Clinic Medan's Consumers. The coefficient of determination test results obtained an Adjusted R Square value of 0.177, this means 17.7% of the variation in consumer loyalty variables which can be explained by variations in the variable customer satisfaction, product quality and promotion strategy while the remaining 82.3% is explained by other variables which are not examined in this study, such as service quality, product innovation, product design and so on

Keywords: *Customer Satisfaction, Product Quality, Promotion Strategy, Consumer Loyalty*