

ANALISIS KUALITAS PELAYANAN, PROMOSI PENJUALAN DAN PERSONAL SELLING TERHADAP KEPUASAN PELANGGAN PADA PT. SUNTER SUMBER SINERGI MEDAN

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ABSTRACT

The purpose of this study was to examine the effect of quality of service, sales promotion, and personal selling to customer satisfaction at PT Sunter Sumber Sinergi. The research approach used by researchers is the quantitative approach, in this study, researchers used data company that the customer (agent) who have joined the PT. Sunter Synergy Resources totaling 351 as the sample population amounted to 216 people. The results of hypothesis testing is done with simultaneous testing method (test F) that $F_{count} > F_{table}$ ($61.649 > 2.26$) and a significant probability $0.000 < 0.05$, that the simultaneous testing methods of service quality, sales promotion and personal selling positive berpengaruh and significant impact on customer satisfaction PT Sunter Sumber Sinergi Medan. The results of hypothesis testing is done with the partial testing methods (t test) that $t > t_{table}$, showing the quality of service ($6.046 > 1.65309$) significantly $0.000 < 0.05$, sales promotion ($2.251 > 1.65309$) significantly $0.026 < 0.05$, personal selling ($5.411 > 1.65309$) with significant $0.000 < 0.05$ and a significant positive effect on customer satisfaction PT Sunter Sumber Sinergi. The conclusion of this study is the quality of service, sales promotion and personal selling, significantly affect customer satisfaction. $4.11 > 1.65309$ with significant $0.000 < 0.05$) and a significant positive effect on customer satisfaction PT Sunter Sumber Sinergi. The conclusion of this study is the quality of service, sales promotion and personal selling, significantly affect customer satisfaction. $4.11 > 1.65309$ with significant $0.000 < 0.05$) and a significant positive effect on customer satisfaction PT Sunter Sumber Sinergi. The conclusion of this study is the quality of service, sales promotion and personal selling, significantly affect customer satisfaction.

Keyword : Quality of service, Sales Promotion, Personal Selling, Customer Satisfaction

ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji pengaruh kualitas pelayanan, promosi penjualan, dan personal selling terhadap kepuasan pelanggan pada PT Sunter Sumber Sinergi. Pendekatan penelitian yang dipakai peneliti adalah pendekatan kuantitatif, dalam penelitian ini, peneliti menggunakan data perusahaan yaitu pelanggan (agent) yang telah bergabung dengan PT. Sunter Sumber Sinergi berjumlah 351 orang sebagai populasi dan sampel berjumlah 216 orang. Hasil Pengujian hipotesis yang dilakukan dengan metode pengujian simultan (uji F) bahwa $F_{hitung} > F_{tabel}$ ($61,649 > 2,26$) dan probabilitas signifikan $0,000 < 0,05$, bahwa dengan metode pengujian simultan kualitas pelayanan, promosi penjualan dan personal selling berpengaruh positif dan signifikan terhadap kepuasan pelanggan PT Sunter Sumber Sinergi Medan. Hasil Pengujian hipotesis yang dilakukan dengan metode pengujian parsial (uji t) bahwa $t_{hitung} > t_{tabel}$, menunjukkan kualitas pelayanan ($6,046 > 1,65309$) dengan signifikan $0,000 < 0,05$, promosi penjualan ($2,251 > 1,65309$) dengan signifikan $0,026 < 0,05$, personal selling ($5,411 > 1,65309$) dengan signifikan $0,000 < 0,05$ berpengaruh positif dan signifikan terhadap kepuasan pelanggan PT Sunter Sumber Sinergi. Kesimpulan yang didapat dari penelitian ini adalah kualitas pelayanan, promosi penjualan dan personal selling, berpengaruh secara signifikan terhadap kepuasan pelanggan.

Kata Kunci : Kualitas Pelayanan, Promosi Penjualan, Personal Selling, Kepuasan Pelanggan