

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar Pengaruh Harga Dan Kualitas Produk Terhadap Kepuasan Pelanggan Dengan Promosi Sebagai Variabel Intervening Pada UKM Shirley Padang. Metode analisis data menggunakan kuesioner, dengan sampel 97 responden. Metode analisis data yang digunakan adalah *SEM*. Berdasarkan hasil penelitian menunjukkan bahwa Terdapat pengaruh positif dan signifikan antara Harga terhadap Promosi. Terdapat pengaruh positif dan signifikan antara Kualitas Produk terhadap Promosi. Terdapat pengaruh positif dan signifikan antara Harga terhadap Kepuasan Pelanggan. Terdapat pengaruh positif dan signifikan antara Kualitas Produk terhadap Kepuasan Pelanggan. Terdapat pengaruh positif dan tidak signifikan antara Promosi terhadap Kepuasan Pelanggan. Promosi tidak memediasi Harga terhadap Kepuasan Pelanggan. Promosi tidak memediasi Kualitas Produk terhadap Kepuasan Pelanggan. Kontribusi variabel Kepercayaan Konsumen Dan Kualitas Pelayanan Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening berpengaruh sebesar 79,2% sedangkan sisanya sebesar 20,8% di pengaruhi oleh variabel lain diluar penelitian ini. Berdasarkan hasil penelitian ini diharapkan pihak UKM Shirley Padang dapat meningkatkan Kepuasan Pelanggan dengan meningkatkan Harga, Kualitas Produk, Dan Promosi melalui masing-masing indikator.

Kata Kunci: Harga, Kualitas Produk, Promosi, Dan Kepuasan Pelanggan

ABSTRACT

The purpose of this study was to find out how much influence price and product quality have on customer satisfaction with promotion as an intervening variabel in UKM Shirley Padang. Methods of data analysis using a questionnaire, with a sample of 97 respondents. The data analysis method used is SEM. Based on the results of the study, it shows that there is a positive and significant influence between price and promotion. There is a positive and significant influence between Product Quality on Promotion. There is a positive and significant influence between price and customer satisfaction. There is a positive and significant influence between Product Quality on Customer Satisfaction. There is a positive and insignificant effect between Promotion on Customer Satisfaction. Promotion does not mediate Price on Customer Satisfaction. Promotion does not mediate Product Quality on Customer Satisfaction. The contribution of the variabel Consumer Trust and Service Quality to Consumer Loyalty with Consumer Satisfaction as an Intervening Variabel has an effect of 79.2% while the remaining 20.8% is influenced by other variabels outside this study. Based on the results of this study, it is hoped that UKM Shirley Padang can increase customer satisfaction by increasing prices, product quality and promotions through each Indikator.

Keywords: Price, Product Quality, Promotion, and Customer Satisfaction