

Influence Of Customer Satisfaction On Product Quality, Service Quality, And Promotion In Retail

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ABSTRACT

Customer satisfaction is dynamic and relative. Only the idea “customer-centric” can help companies improve satisfaction and keep customers truly, conversely, if competitors improve customer satisfaction, then it may lose customers. The scope of research in this study is visitors to the Matahari Department Store Jember Retail. This is where the age scale for retail visitors to Matahari Department Store Jember is 19 years and above. The sample size determination table is 414 respondents and a quantitative method will be used. The scope of Matahari Department Store Jember Professional Retail is the object of research for visitors, students, workers, and others. The results of the statistical analysis of the primary data collected were reported in this chapter. To explain the characteristics of the sample and test the suggested conceptual model, descriptive statistics and many multivariate statistics tests, including correlation of variables, test for reliability, and regression analysis for testing hypotheses, were performed. As a result of this, this research can be used as a reference for other future researchers. Finally, to sum it all up, all the information from this study is completely based on effort. Researchers collected data from a total of 414 respondents according to the initial target population, sample size, sampling technique, unit of analysis, and location. from research. The author hopes that future researchers can highlight the importance of overcoming the problems currently faced by a product in increasing customer satisfaction considering that competition is getting tougher because there are more and more clothing retail stores in Jember involved in fulfilling consumer needs and desires, causing companies to place an orientation on consumer satisfaction.

Key Word: Customer Satisfaction, Service Quality, Product Quality, Promotion.