

**PENGARUH INOVASI PRODUK, DIGITAL MARKETING DAN
PERSEPSI HARGA TERHADAP KEPUASAN KONSUMEN HP
SAMSUNG GALAXY DI LIPPO MALL PLAZA JEMBER**

POLYTECHNIC DEPARTMENT OF BUSINESS

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ABSTRACT

This research was conducted to analyze, determine, and produce results on the relationship between product innovation, digital marketing, and price perception on consumer satisfaction of Samsung Galaxy cellphones. This research study uses a quantitative approach, the sampling used is non-probability, specifically purposive sampling applied to 40 respondents based on the Roscoe formula. The test technique used is classical assumptions and multiple linear regression with the aim of understanding the relationship between variables. In the F test study, simultaneously the variables of product innovation, digital marketing, and price perception have a significant effect on consumer satisfaction. In the t test, it shows that the product innovation variable partially has no significant effect on purchasing decisions.

Keywords: *product innovation, digital marketing, price perception, consumer satisfaction.*