

**PENGARUH KUALITAS PELAYANAN DAN PROMOSI HANDPHONE
SAMSUNG TERHADAP KEPUASAN KONSUMEN PADA TOKO
RUMAH HP DI PLAZA MILLENNIUM MEDAN**

**Oleh :
Lenni Susanti Simanjuntak
(NIM 190311022)**

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kualitas pelayanan dan promosi handphone samsung terhadap kepuasan konsumen di toko Rumah Hp Plaza Millennium Medan secara parsial dan simultan. Metode penelitian yang digunakan adalah metode kuantitatif. Populasi dalam penelitian adalah pembeli handphone Samsung di toko Rumah Hp Plaza Millennium Medan dan sampel penelitian sebanyak 125 responden. Hasil penelitian setelah dianalisa menunjukkan bahwa secara uji parsial variabel kualitas pelayanan dan promosi memberikan pengaruh signifikan atau positif terhadap kepuasan konsumen. Hal ini dibuktikan bahwa H_1 memiliki nilai t hitung $2,135 > 1,657$ t tabel signifikansi $0,035 < 0,05$ maka H_1 diterima dan H_0 ditolak. Sedangkan H_2 bahwa dibuktikan dengan nilai t hitung $8,482 > 1,657$ t tabel signifikansi $0,000 < 0,05$ maka H_2 diterima dan H_0 ditolak. Hasil penelitian setelah dianalisa menunjukkan bahwa secara simultan variabel kualitas pelayanan dan promosi memberikan pengaruh signifikan atau positif terhadap kepuasan konsumen. Hal ini dibuktikan bahwa dengan nilai f hitung $116,824 > 3,07$ signifikansi $0,000 < 0,05$ maka H_1, H_2 diterima dan H_0 ditolak. Nilai koefisien determinasi (R^2) diperoleh sebesar 65,7% dengan memiliki persamaan linear berganda yaitu $Y = 12,565 + 0,170 X_1 + 0,676 X_2$.

Kata Kunci : *Kualitas Pelayanan, Promosi dan Kepuasan Konsumen*

**THE IMPACT OF THE QUALITY OF SERVICE AND THE
PROMOTION OF HANDPHONE SAMSUNG ON CONSUMER
SATISFACTION AT MOBILE HOME SHOPPING AT MILLENNIUM
SQUARE**

**By:
Lenni Susanti Simanjuntak
(NIM 190311022)**

ABSTRACT

This research was conducted to determine the effect of service quality and promotion of Samsung mobile phones on customer satisfaction at the Rumah Hp Plaza Millennium Medan store partially and simultaneously. The research method used is a quantitative method. The population in this study were buyers of Samsung mobile phones at the Rumah Hp Plaza Millennium Medan store and a sample of 125 respondents. The results of the research after being analyzed show that in partial test the variables of service quality and promotion have a significant or positive influence on consumer satisfaction. It is proved that H1 has a t count value of 2.135 > 1.657 t table significance 0.035 < 0.05, so H1 is accepted and H0 is rejected. Whereas H2 is proven by the t count value of 8.482 > 1.657 t table of significance 0.000 < 0.05 then H2 is accepted and H0 is rejected. The results of the research after being analyzed show that simultaneously the variables of service quality and promotion have a significant or positive influence on consumer satisfaction. It is proved that with a calculated f value of 116.824 > 3.07, a significance of 0.000 < 0.05, then H1, H2 are accepted and H0 is rejected. The coefficient of determination (R²) is 65.7% by having a multiple linear equation, namely $Y = 12.565 + 0.170 X_1 + 0.676 X_2$.

Keywords: Service Quality, Promotion and Consumer Satisfaction