ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh personal *selling*, layanan purna jual dan kualitas produk terhadap kepuasan *customer* secara parsial dan simultan pada mobil hino PT. Indomobil Prima Niaga Sidoarjo. Jenis penelitian ini adalah kuantitatif dengan kuisioner kepada 50 orang responden yang merupakan *customer* mobil Hino PT. Indomobil Prima Niaga Sidoarjo, kemudian data diolah dengan menggunakan bantuan *SPSS For Windows,* dengan alat analisis regresi linier berganda dan uji hipotesis secara t parsial dan f simultan dengan hasil analisis adalah :

$$Y = 5.095 + 0.486 X_1 + 0.647 X_2 + 0.139 X_3 + e$$

Dari hasil analisis regresi diatas dapat disimpulkan bahwa apabila variabel bebas personal *selling*, layanan purna jual dan kualitas produk ditingkatkan satu satuan maka akan meningkatkan kepuasan customer PT. Indomobil Prima Niaga Sidoarjo dikarenakan nilai regresi bertanda positif. F_{hitung} sebesar 18.908 dengan tingkat signifikan 0,000 sedangkan F_{tabel} yang diperoleh sebesar 2.81. Karena nilai $F_{hitung} > F_{tabel}$ maka H0 ditolak dan Hi diterima yang artinya variabel *personal selling* (X_1), layanan purna jual (X_2), dan kualitas produk (X_3) berpengaruh positif terhadap kepuasan *customer* (Y), sehingga dapat disimpulkan bahwa H$_4$ diterima yang berarti *personal selling* (X_1), layanan purna jual (X_2), dan kualitas produk (X_3) berpengaruh signifikan terhadap kepuasan konsumen (Y) di PT. Indo Mobil Prima Niaga Nilai t_{hitung} variabel *personal selling* (X_1) sebesar 3.352 dengan nilai signifikansi sebesar (0.011 < 0,05) dan nilai t_{hitung} 2.650 > t_{tabel} 2.01290, sehingga dapat disimpulkan bahwa *personal selling* (X_1) berpengaruh signifikan terhadap kepuasan *Customer* (Y) di PT. Indomobil Prima Niaga, nilai t_{hitung} variabel layanan purna jual (X_2) sebesar 3.997 dengan nilai signifikansi sebesar (0.000 < 0,05) dan nilai t_{hitung} 3.997 > t_{tabel} 2.01290, sehingga dapat disimpulkan bahwa layanan purna jual (X_2) berpengaruh signifikan terhadap kepuasan *Customer* (Y) di PT. Indomobil Prima Niaga, nilai t_{hitung} variabel kualitas produk (X_3) sebesar 2.371 dengan nilai signifikansi sebesar (0.022 < 0,05) dan nilai t_{hitung} 2.371 > t_{tabel} 2.01290, sehingga dapat disimpulkan bahwa kualitas produk (X_3) berpengaruh signifikan terhadap kepuasan *Customer* (Y) di PT. Indomobil Prima Niaga. Koefisien beta terbesar adalah variabel layanan purna jual (X_2) dengan nilai koefisien beta sebesar 0,447. Dengan demikian dapat disimpulkan bahwa layanan purna jual memberikan pengaruh dominan terhadap kepuasan *customer* Mobil Hino PT. Indomobil Prima Niaga Sidoarjo

Kata Kunci : *Personal Selling*, Layanan Purna Jual, Kualitas Produk Dan Kepuasan *Customer*

ABSTRACT

The purpose of this study was to determine the effect of personal selling, after-sales service and product quality on customer satisfaction partially and simultaneously on PT. Indomobil Prima Niaga Sidoarjo. This type of research is quantitative with a questionnaire to 50 respondents who are customers of Hino car PT. Indomobil Prima Niaga Sidoarjo, then the data is processed using SPSS For Windows, with multiple linear regression analysis tools and hypothesis testing partially and simultaneously with the results of the analysis are:

$$Y = 5.095 + 0.486 X1 + 0.647 X2 + 0.139 X3 + e$$

From the results of the regression analysis above it can be concluded that if the independent variable personal selling, after-sales service and product quality are improved by one unit, it will increase customer satisfaction PT. Indomobil Prima Niaga Sidoarjo because the regression value is positive. Fcount is 18.908 with a significant level of 0.000 while Ftable obtained is 2.81. Because the value of Fcount> Ftable, H0 is rejected and Hi is accepted, which means personal selling variable (X1), after-sales service (X2), and product quality (X3) has a positive effect on customer satisfaction (Y), so it can be concluded that H4 is accepted which means personal selling (X1), after sales service (X2), and product quality (X3) have a significant effect on customer satisfaction (Y) at PT. Indo Mobil Prima Niaga Tcount value of personal selling variable (X1) of 3.352 with a significance value of (0.011 <0.05) and tcount value of 2.650> t table 2.01290, so it can be concluded that personal selling (X1) has a significant effect on customer satisfaction (Y) at PT. Indomobil Prima Niaga, tcount value of after-sales service variable (X2) of 3,997 with a significance value of (0,000 <0.05) and tcount value of 3,997> ttable 2,01290, so it can be concluded that after-sale service (X2) has a significant effect on customer satisfaction (Y) at PT. Indomobil Prima Niaga, the tcount value of product quality (X3) of 2,371 with a significance value of (0.022 <0.05) and tcount of 2,371> ttable of 2,01290, so it can be concluded that product quality (X3) has a significant effect on customer satisfaction (Y) at PT. Indomobil Prima Niaga. The biggest beta coefficient is the after sales service variable (X2) with a beta coefficient of 0.447. Thus it can be concluded that after-sales service has a dominant influence on customer satisfaction at PT. Indomobil Prima Niaga Sidoarjo

Keywords: Personal Selling, After Sales Service, Product Quality and Customer Satisfaction