

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengkaji dan menganalisis Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Konsumen pada Usaha Sablon GC Clothing di Sidoarjo Jawa Timur, dengan melalui penyebaran data berupa kuisisioner kepada pelanggan di Usaha Sablon GC Clothing di Sidoarjo, sampel yang diambil berdasarkan penentuan rumus slovin diperoleh hasil sampel sebanyak 62 responden, kemudian dilakukan analisis terhadap data-data yang diperoleh berupa data kuantitatif dengan teknik analisis regresi linier berganda sehingga diperoleh hasil persamaan regresi :

$$Y = 4.775 + 0.276 X1 + 0.202 X2 + 0.292 X3 + e$$

Koefisien regresi kualitas produk adalah positif sebesar 0.276, Koefisien regresi kualitas pelayanan adalah positif sebesar 0.276, koefisien promosi adalah positif sebesar 0.292, serta koefisien regresi kepuasan konsumen sebesar 4,775, hal ini berarti semakin tinggi pelaksanaan kualitas produk, kualitas pelayanan dan promosi maka semakin tinggi pula kepuasan konsumen GC Clothing di Sidoarjo. Hasil analisis uji hipotesis secara parsial menunjukkan bahwa nilai  $t_{hitung}$  variabel kualitas produk (X1) sebesar 3.602 dengan nilai signifikansi sebesar  $(0.001 < 0,05)$  dan nilai  $t_{hitung} 3.602 > t_{tabel} 2.00172$ , sehingga dapat disimpulkan bahwa  $H_1$  diterima, nilai  $t_{hitung}$  variabel kualitas pelayanan (X2) sebesar 2.942 dengan nilai signifikansi sebesar  $(0.005 < 0,05)$  dan nilai  $t_{hitung} 2.942 > t_{tabel} 2.00172$ , sehingga dapat disimpulkan bahwa  $H_2$  diterima, nilai  $t_{hitung}$  variabel Promosi (X3) sebesar 4.183 dengan nilai signifikansi sebesar  $(0.000 < 0,05)$  dan nilai  $t_{hitung} 4.183 > t_{tabel} 2.00172$ , sehingga dapat disimpulkan bahwa  $H_3$  diterima, uji hipotesis secara simultan menunjukkan  $F_{hitung}$  sebesar 25.426 dengan tingkat signifikan 0,000 sedangkan karena nilai  $F_{hitung} > F_{tabel}$  maka  $H_0$  ditolak dan  $H_4$  diterima

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

## ABSTRACT

*The purpose of this study was to examine and analyze the Effect of Product Quality, Service Quality and Promotion of Consumer Satisfaction in the GC Clothing Screen Printing Business in Sidoarjo, East Java, by distributing questionnaire data to customers at the GC Clothing Screen Printing Business in Sidoarjo, samples taken based on Determination of Slovin formula obtained as many as 62 respondents, then an analysis of the data obtained in the form of quantitative data with multiple linear regression analysis techniques to obtain the results of the regression equation:*

$$Y = 4,775 + 0.276 X1 + 0.202 X2 + 0.292 X3 + e$$

*The product quality regression coefficient is positive at 0.276, the service quality regression coefficient is positive at 0.276, the promotion coefficient is positive at 0.292, and the customer satisfaction regression coefficient at 4.775, this means that the higher the implementation of product quality, service quality and promotion, the higher the GC Clothing customer satisfaction in Sidoarjo. The results of the partial hypothesis test analysis showed that the t-value of product quality variable (X1) was 3.602 with a significance value of (0.001 <0.05) and t-value 3.602 > ttable 2.00172, so it can be concluded that H1 was accepted, t-value of service quality variables ( X2) amounted to 2,942 with a significance value of (0.005 <0.05) and tcount value of 2942 > ttable 2.00172, so it can be concluded that H2 was accepted, the tcount value of the Promotion variable (X3) was 4.183 with a significance value of (0.000 <0.05) and tcount 4.183 > t table 2.00172, so it can be concluded that H3 is accepted, the hypothesis test simultaneously shows that Fcount is 25,426 with a significant level of 0,000 whereas because the value of Fcount > Ftable then H0 is rejected and H4 is accepted*

**Keywords: Product Quality, Service Quality, Promotion, Consumer Satisfaction**