

ABSTRAK

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PENGARUH LAYANAN LOGISTIK, *CUSTOMER SERVICE*, DAN PROMOSI TERHADAP KEPUASAN PELANGGAN PADA PT. ANUGERAH PHARMINDO LESTARI CABANG MEDAN

(xvi+160 halaman; 13 gambar; 28 tabel; 6 lampiran)

Kepuasan pelanggan adalah level kepuasan konsumen setelah menerima produk/ jasa sesuai dengan standar yang diharapkan. Untuk meningkatkan kepuasan pelanggan, perusahaan dapat memperhatikan dan melakukan pembenahan pada beberapa bagian yang belum berjalan optimal.

Tujuan dari penelitian ini adalah untuk mengetahui apakah terdapat pengaruh secara parsial antara variabel layanan logistik terhadap kepuasan pelanggan, antara variabel *customer service* terhadap kepuasan pelanggan, antara variabel promosi terhadap kepuasan pelanggan dan apakah terdapat pengaruh secara simultan antara variabel layanan logistik, *customer service*, dan promosi terhadap kepuasan pelanggan. Metode penelitian ini menggunakan metode kuantitatif, dimana data diperoleh dari kuesioner dan kepustakaan. Populasi merupakan pelanggan PT. Anugerah Pharmindo Lestari yang berdomisili di kota Medan dan sampel yang diambil sebanyak 93 responden dengan teknik *simple random sampling* secara daring. Metode analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian uji T menunjukkan bahwa terdapat pengaruh secara signifikan antara variabel layanan logistik terhadap kepuasan pelanggan (nilai sig = 0,000 < 0,05), terdapat pengaruh secara signifikan antara variabel *customer service* terhadap kepuasan pelanggan (nilai sig = 0,048 < 0,05), terdapat pengaruh secara signifikan antara variabel promosi terhadap kepuasan pelanggan (nilai sig = 0,000 < 0,05). Hasil dari uji F menunjukkan bahwa terdapat pengaruh secara simultan (bersama-sama) antara layanan logistik, *customer service*, dan promosi terhadap kepuasan pelanggan (nilai sig = 0,000 < 0,05).

Keywords: layanan logistik, *customer service*, promosi, kepuasan pelanggan

Referensi: 20 (2016-2021)

ABSTRACT

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EFFECT OF LOGISTIC SERVICE, CUSTOMER SERVICE, AND PROMOTION ON CUSTOMER SATISFACTION AT PT. ANUGERAH PHARMINDO LESTARI MEDAN BRANCH

(xvi+160 pages; 13 images; 28 tables; 6 attachments)

Customer satisfaction is the level of consumer satisfaction after receiving the product/service in accordance with the expected standard. To increase customer satisfaction, the company can pay attention and make improvements to some parts that have not been running optimally.

The purpose of this study was to determine whether there is a partial effect between the logistics service variables on customer satisfaction, between customer service variables on customer satisfaction, between promotion variables on customer satisfaction and whether there is a simultaneous influence between the variables of logistics services, customer service, and promotions on customer satisfaction. This research method uses quantitative methods, where data is obtained from questionnaires and literature. The population is the customers of PT. Anugerah Pharmindo Lestari who is domiciled in the city of Medan and the sample taken is 93 respondents using simple random sampling technique online. The data analysis method used is multiple linear regression analysis.

The results of the T test showed that there was a significant effect between the logistics service variables on customer satisfaction (sig value = $0.000 < 0.05$), there was a significant influence between customer service variables on customer satisfaction (sig value = $0.048 < 0.05$), there is a significant influence between the promotion variables on customer satisfaction (sig value = $0.000 < 0.05$). The results of the F test indicate that there is a simultaneous (together) effect between logistics services, customer service, and promotions on customer satisfaction (sig value = $0.000 < 0.05$).

Keywords: logistics service, customer service, promotion, customer satisfaction

Reference: 20 (2016-2021)