

ABSTRACT

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SALES PROMOTION, PERSONAL SELLING AND SERVICE QUALITY TOWARDS PURCHASE DECISION USING CUSTOMER SATISFACTION AS INTERVENING VARIABLE AT PT WAHANA JAYA RAYA

(xv, 93 pages; 8 figures; 71 tables; 7 appendixes)

PT Wahana Jaya Raya experienced a decline in purchase decision that can be seen from the sales data this was suspected due to sales promotion, personal selling and service quality. The aim of this research is to investigate whether sales promotion, personal selling and service quality have influence on customer satisfaction and purchase decision.

Sales promotion, personal selling and service quality have an important role in shaping customer satisfaction and purchase decision. Sales promotion, personal selling and service quality are highly connected with customer satisfaction and purchase decision and sales.

In this research, the writer used quantitative research design and SPSS. The writer used descriptive and causal. The sampling technique used was simple random sampling. The sample size was 112 customers.

The results of hypothesis test showed that Sales promotion, personal selling and service quality have positive influence on customer satisfaction and determination value 64.7%. Sales promotion, personal selling and service quality have positive influence on purchase decision and determination value 68.9%, customer satisfaction has positive influence on purchase decision and determination value 57%, and customer satisfaction mediates the influence of sales promotion, personal selling and service quality on purchase decision. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, linearity and multiple linear regression test.

Recommendations for PT Wahana Jaya Raya include needs to improve its attractive year-end program and be able to compete with other electronics companies, training when there is a new promotion program and need to improve the performance of employees in the after sales process so that customers are not disappointed and switch to other similar companies. It is necessary to have a more regular monitoring program by conducting and providing a special after sales work division that is well coordinated so that in case of problems in confirmed and resolved quickly and appropriately.

Keywords: Sales Promotion, Personal Selling And Service Quality, Customer Satisfaction, Purchase Decision

References: 41 (2018-2022)

ABSTRAK

BENEDICT BOVYLI

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PROMOSI PENJUALAN, PENJUALAN PRIBADI DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN DENGAN MENGGUNAKAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENSI PADA PT WAHANA JAYA RAYA

(xv, 93 halaman; 8 angka; 71 tabel; 7 lampiran)

PT Wahana Jaya Raya mengalami penurunan keputusan pembelian yang dapat dilihat dari data penjualan hal ini diduga karena promosi penjualan, personal selling dan kualitas pelayanan. Tujuan dari penelitian ini adalah untuk mengetahui apakah promosi penjualan, personal selling dan kualitas layanan berpengaruh terhadap kepuasan pelanggan dan keputusan pembelian.

Promosi penjualan, penjualan pribadi, dan kualitas layanan memiliki peran penting dalam membentuk kepuasan pelanggan dan keputusan pembelian. Promosi penjualan, penjualan pribadi, dan kualitas layanan sangat terkait dengan kepuasan pelanggan dan keputusan pembelian serta penjualan.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif dan SPSS. Penulis menggunakan deskriptif dan kausal. Teknik sampling yang digunakan adalah simple random sampling. Ukuran sampel adalah 112 pelanggan.

Hasil uji hipotesis menunjukkan bahwa promosi penjualan, personal selling dan kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan dan nilai determinasi sebesar 64,7%. Promosi penjualan, personal selling dan kualitas layanan berpengaruh positif terhadap keputusan pembelian dan nilai determinasi 68,9%, kepuasan pelanggan berpengaruh positif terhadap keputusan pembelian dan nilai determinasi 57%, dan kepuasan pelanggan memediasi pengaruh promosi penjualan, personal selling dan kualitas layanan terhadap keputusan pembelian. Penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, linearitas dan regresi linier berganda.

Rekomendasi PT Wahana Jaya Raya antara lain kebutuhan untuk meningkatkan program akhir tahun yang menarik dan mampu bersaing dengan perusahaan elektronik lainnya, pelatihan saat ada program promosi baru dan perlu meningkatkan kinerja karyawan dalam proses after sales agar pelanggan tidak kecewa dan beralih ke perusahaan sejenis lainnya. Perlu adanya program pemantauan yang lebih rutin dengan menyelenggarakan dan menyediakan divisi kerja purna jual khusus yang terkoordinasi dengan baik sehingga jika terjadi masalah di konfirmasikan dan diselesaikan dengan cepat dan tepat.

Kata kunci: Promosi Penjualan, Personal Selling Dan Kualitas Pelayanan, Kepuasan Pelanggan, Keputusan Pembelian

Referensi: 41 (2018-2022)