

## **ABSTRACT**

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### **THE INFLUENCE OF PRODUCT DIVERSITY AND PROMOTION TOWARDS CUSTOMER PURCHASE DECISION AND CUSTOMER SATISFACTION AT GUNUNG SARI MEDAN**

(xix+137 pages; 11 figures; 40 tables; 8 appendixes)

Medan is a strategic place to conduct retail businesses because this city has a relatively large population of citizens with good purchasing power. This superiority has triggered the emergence of many retail businesses, making competition more intense, especially in the current era. Gunung Sari is a retail store specializes in selling electrical and lighting products that has established since 2001 who has gone through much competition and survived until today. However, it was discovered that Gunung Sari's revenue has tended to decrease in recent years. The purpose of this study is to evaluate between Product Diversity and Promotion has the greatest influence on Customer Purchase Decision and Customer Satisfaction of Gunung Sari, and whether have significant influence.

Several factors influence consumer behavior in making purchases, including product diversity and promotion, which in turn will lead to customer satisfaction if the company can formulate appropriate product diversity and promotion strategies. Due to this condition, Gunung Sari would like to know how they need to develop and improve their products and services to increase customer purchase decision and customer satisfaction from their customers in Medan.

Primary and secondary data are used in this research, the questionnaires are distributed to Gunung Sari customers in Medan, with the characteristics of male and female respondents aged 18-60 years old and have purchased at Gunung Sari Medan once in the last 2 years. Data is measured by validity and reliability test. The sampling method used in this research is non-probability sampling method, particularly purposive sampling. The gathered data is analysed using SPSS 26.0 and being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data also tested with linear regression, determination test, and hypothesis test are done with F-Test, T-Test, and Sobel Test.

The results of this research show that Product Diversity and Promotion have significant influence towards Customer Purchase Decision at Gunung Sari Medan partially and simultaneously. Also, Customer Purchase Decision has significant

influence towards Customer Satisfaction partially. In addition, Customer Purchase Decision mediates the influence of Product Diversity and Promotion towards Customer Satisfaction at Gunung Sari Medan.

Gunung Sari has been recommended to regularly monitor their sales and inventory data, strengthen their ERP system, be more active in posting content on Instagram, improve their employees' knowledge, attitude, and attentiveness, give customers bonus points based on their purchase amount that can be claimed for free gifts if the target point has been reached, available on other ecommerce platforms, and conduct referral program.

**Keywords: Product Diversity, Promotion, Customer Purchase Decision, Customer Satisfaction**

References: 75 (1986-2022)



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(xix+137 halaman; 11 gambar; 40 tabel; 8 lampiran)

Medan merupakan tempat yang strategis untuk melakukan bisnis ritel karena kota ini memiliki populasi penduduk yang relatif besar dengan daya beli yang baik. Keunggulan ini memicu munculnya banyak bisnis retail yang membuat persaingan semakin ketat terutama di era sekarang ini. Gunung Sari adalah toko retail yang bergerak di bidang penjualan produk listrik dan penerangan yang berdiri sejak tahun 2001 yang telah melalui banyak persaingan dan bertahan hingga saat ini. Namun, pendapatan Gunung Sari cenderung menurun dalam beberapa tahun terakhir. Tujuan dari penelitian ini adalah untuk mengetahui yang mempunyai pengaruh terbesar antara Keragaman Produk dan Promosi terhadap Keputusan Pembelian Pelanggan dan Kepuasan Pelanggan Gunung Sari, serta signifikansinya.

Beberapa faktor yang mempengaruhi perilaku konsumen dalam melakukan pembelian antara lain keragaman produk dan promosi yang kemudian akan mengacu timbulnya kepuasan pelanggan apabila perusahaan dapat merumuskan strategi keragaman produk dan promosi yang tepat. Karena itu, Gunung Sari ingin mengetahui bagaimana mereka perlu mengembangkan dan meningkatkan merek, produk, dan layanan mereka untuk meningkatkan keputusan pembelian dan kepuasan dari pelanggan mereka di Medan.

Penelitian ini menggunakan data primer dan sekunder, kuesioner disebarkan kepada pelanggan Gunung Sari Medan yang berusia 18-60 tahun, dan telah melakukan pembelian di Gunung Sari Medan 1 kali dalam 2 tahun terakhir. Data penelitian ini diukur dengan uji validitas dan reliabilitas. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode non-probability sampling, yaitu *purposive sampling*. Data yang terkumpul dianalisis menggunakan SPSS 26.0 dan diuji dengan uji normalitas, heteroskedastisitas, multikolinearitas, dan linieritas. Data juga diuji dengan regresi linier, uji determinasi, dan uji hipotesis terdiri dari Uji F, Uji T, dan Uji Sobel.

Hasil penelitian menunjukkan bahwa Keragaman Produk dan Promosi berpengaruh signifikan secara parsial dan simultan terhadap Keputusan Pembelian

Pelanggan di Gunung Sari Medan. Berikutnya, Keputusan Pembelian Pelanggan berpengaruh signifikan secara parsial terhadap Kepuasan Pelanggan di Gunung Sari Medan. Selain itu, Keputusan Pembelian Pelanggan memediasi pengaruh Keragaman Produk dan Promosi terhadap Kepuasan Pelanggan di Gunung Sari Medan.

Gunung Sari direkomendasikan untuk secara teratur memantau data penjualan dan inventaris mereka, memperkuat sistem *ERP* mereka, lebih aktif dalam memposting konten di Instagram, meningkatkan pengetahuan, sikap, dan perhatian karyawan mereka terhadap pelanggan, memberikan poin bonus kepada pelanggan berdasarkan jumlah pembelian mereka yang dapat diklaim untuk hadiah jika target poin telah tercapai, tersedia di platform e-niaga lain, dan melakukan program *referral*.

**Kata Kunci:** *Product Diversity, Promotion, Customer Purchase Decision, Customer Satisfaction*

Referensi: 75 (1986-2022)

