

ABSTRAK

Dijelaskan riset ini menganalisa adanya pengaruh harga, promosi & kualitas produk terhadap kepuasan konsumen CV. Central Pigora Mojokerto. Adapun pendekatan yang digunakan ialah kuantitatif deskriptif. Populasi yang digunakan yakni seluruh konsumen CV. Central Pigora Mojokerto serta sampel yang dipakaisebanyak 102 responden. Sesuai hasil pengujian statistik secara parsial serta simultan didapatkan dan dibuktikan hasilbahwa harga, promosi & kualitas produk terbukti telah berpengaruh terhadap kepuasan konsumen CV. Central Pigora Mojokerto.

Kata Kunci : Harga, Promosi, Kualitas Produk, Kepuasan Konsumen

ABSTRACT

Described this research analyzes the influence of price, promotion & product quality on customer satisfaction CV. Central Pigora Mojokerto. The approach used is descriptive quantitative. The population used is all consumers of CV. Central Pigora Mojokerto and the sample used was 102 respondents. According to the results of statistical testing partially and simultaneously obtained and proven results that price, promotion & product quality proved to have an effect on customer satisfaction CV. Central Pigora Mojokerto.

Key Words : Price, Promotion, Product Quality, Consumer Satisfaction