

## Customer satisfaction survey based on sales fundamental indicators

Julia Hidayani  
juliahidayati@gmail.com

**Abstrak.** Penurunan penjualan ing Outlet Vin Crepes Takoyaki minangka indikasi lan pitunjuk awal ing mburi riset iki, saliyane ana sawetara keluhan saka pelanggan sing langsung ditemoni dening peneliti ing lapangan nambah dhaptar penyebab masalah kanggo analisis luwih lanjut. . Panaliten menika gadhah ancas kangge nganalisis kados pundi kawontenan kepuasan pelanggan, dipuntingali saking agengipun sesambungan antawisipun kepuasan pelanggan piyambak kaliyan kualitas produk ingkang dipunasilaken, kualitas pelayanan ingkang dipunparingaken karyawan dhateng pelanggan, saha pengaruh promosi penjualan. Metodologi ing panliten iki nggunakake analisis data kuantitatif kanthi regresi linier berganda, pangumpulan data saka asil kuesioner sing disebarake marang 50 responden (pembeli ing gerai Vin Crepes Takoyaki) lan aplikasi SPSS (Statistical Package for Social Sciences) yaiku pangolah data statistik. media ing ilmu sosial. Hipotesis awal panulis nganggep ana hubungan positif antarane kualitas produk, kualitas layanan lan promosi penjualan marang kepuasan pelanggan. pengaruhe marang kepuasan pelanggan, kanggo uji reliabilitas telung variabel bebas kasebut kabukten bisa dipercaya utawa bisa ditampa, amarga nilai Cronbach Alpha luwih saka 0,7, kanggo koefisien determinasi uji (R bisa disimpulake yen persentase pengaruh saka telu kasebut. variabel bebas bisa dibuktekake kanthi koefisien determinasi  
Kata Kunci: Kepuasan pelanggan, Penjualan fundamental, Kualitas Produk & Layanan

## REFERENCES

- Aditya, RB (2020, June). The Influence of Product Quality, Service Quality, and Price on Bottled Water Customer Satisfaction. *Journal of Entrepreneurial Management*, 17(, 61-68.
- Adriyanti, T. (202 & Indy, I., Rahmana, AS The Effect of Product Quality and Service Quality on Customer Satisfaction at Domino's Pizza Giant CBD Bintaro Branch, South Tangerang. *HUMANIS (Humanities, Management and Science Proceedings)*, 1(.
- Budiarti, A&Anggraini, F. (2020). The Effect of Price, Promotion, and Service Quality on Customer Loyalty Mediated by Customer Satisfaction on Gojek Consumers. *Journal of Economic Education (JUPE)*, 8(, 86-94. doi:<https://doi.org/10.26740/jupe.v9n3>
- Iskandar, K&Lestari, AT. (2021, August). The Influence of Service Quality and Product Quality on Consumer Satisfaction of Bank BTN Tegal Branch. *Journal of Economics And Management (JECM)*, 3(, 1-9.
- Kotler dan Armstrong. (201 Principles of Marketing 14<sup>th</sup> Edition, New Jersey, Prentice-Hall Publish.
- Kotler dan Keller (201 Marketing Management 15<sup>th</sup> Edition, Pearson Education. Inc
- Kristiawan. M, Safitri, D.(201. Manajemen Pendidikan, Jogjakarta, Deepublish
- Mahargiyono, IB (2020, August). The Influence of Service Quality, Product Quality and Promotion Quality on Customer Satisfaction at English First Surabaya Educational Institutions. *Journal of Management Science and Research*, 9(8), 1-19.
- Pangestu (2000) Manajemen Operasi, Jogjakarta BPFE UGM