

PENGARUH KUALITAS LAYANAN, HARGA, PROMOSI, DAN CITRA MEREK TERHADAP KEPUASAN KONSUMEN JASA *OUTSOURCING* PT. SWABINA GATRA DI JAWA TIMUR

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Abstract

This research aims to test the influence of Service Quality, Price, Promotion, and Brand Image against the Customer Satisfaction. The number of samples in this research are 30 people of PT. Swabina Gatra's consumer of outsourcing services in East Java. This research is a quantitative research. The data analysis used was multiple linear regression analysis.

The results of this study concluded that the test results are partial Quality Service, Price, Promotion, and Brand Image significant effect against the Customer Satisfaction. The result of the research shows that : (1) There is influence of service quality to customer satisfaction on PT. Swabina Gatra's consumer of outsourcing services in East Java , proved by t value 2,883 and significance value $0,008 < 0,05$. (2) There is no influence of price to customer satisfaction on PT. Swabina Gatra's consumer of outsourcing services in East Java, proved by t value -2,564 and significance value $0,017 > 0,05$. (3) There is no influence of promotion to customer satisfaction on PT. Swabina Gatra's consumer of outsourcing services in East Java, proved by t value -2,355 and significance value $0,027 > 0,05$. (4) There is influence of brand image to customer satisfaction on PT. Swabina Gatra's consumer of outsourcing services in East Java , proved by t value 7,707 and significance value $0,000 < 0,05$.

Keywords: Service Quality, Price, Promotion, Brand Image, Customer Satisfaction