

ABSTRACTION

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THE INFLUENCE OF PRICES AND PROMOTIONS ON CONSUMER SATISFACTION AT THE PIZCOF INDONESIA STORE IN LEGOK DISTRICT, TANGERANG DISTRICT

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Keywords: Price, Promotion, Consumer Satisfaction

(134+ Attachments)

This research was conducted to find out how much influence prices and promotions have on consumer satisfaction at Pizcof Indonesia stores. The sample in this research was consumers of Pizcof Indonesia stores. The sample used was 100 respondents. In this study, data analysis used the help of the Statistical Package for Social Sciences (SPSS) version 23 program. Meanwhile, the data testing techniques used in this research were validity test, reliability test, normality test, partial correlation analysis test, coefficient of determination, multiple regression analysis test, and hypothesis testing (T test and F test). From the results of the T test for the variable Price (X1), $t_{count} = 7.117 > t_{table} = 1.9884$ and $sig(p) = 0.000 < 0.05$, so there is a significant influence of Price (X1) on consumer satisfaction (Y), while for the variable Promotion (X2) obtained $t_{count} = 3.741 > t_{table} = 1.9884$ and $sig(p) = 0.000 < 0.05$, so there is a significant influence of Promotion (X2) on consumer satisfaction (Y). The F test for the variables Price (X1) and Promotion (X2) obtained $F_{count} = 292,230 > F_{table} = 3.09$ and $sig(p) = 0.000 < 0.05$ so it can be concluded that Price (X1) and Promotion (X2) are simultaneous has a significant effect on consumer satisfaction (Y).