

Pengaruh perceptions of price promotion terhadap customer satisfaction: studi pada Matahari Department Store Depok = The effect of perceptions of price promotion on customer satisfaction: study at Matahari Department Store Depok

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Abstrak

ABSTRAK

Price promotion disajikan dalam satu set informasi promosi harga hingga terbentuk perceptions of price promotion yang dimaksudkan untuk mempengaruhi kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh perceptions of price promotion terhadap customer satisfaction Matahari Department Store Depok. Pendekatan yang digunakan pada penelitian ini adalah pendekatan kuantitatif dan survei kuesioner terhadap 100 orang responden dengan teknik penarikan *non-probability sampling*. Analisis Regresi Linear Sederhana dilakukan dengan menggunakan SPSS 17. Hasil penelitian ini menunjukkan bahwa perceptions of price promotion berpengaruh secara signifikan terhadap customer satisfaction.

ABSTRACT

Price promotion is presented in a set of price promotion information to form perceptions of price promotion that are intended to influence customer satisfaction. The purpose of this study is to analyze the effect of price promotion perceptions on customer satisfaction in Matahari Department Store Depok. The approach used in this study is a quantitative approach and questionnaire survey of 100 respondents with non-probability sampling withdrawal techniques. Simple Linear Regression Analysis is using SPSS 17. The results of this study indicate that perceptions of price promotion significantly influences customer satisfaction.