

**THE INFLUENCE OF CUSTOMER COMPLAINT, PRODUCT QUALITY  
AND DISCOUNT TOWARD CUSTOMER SATISFACTION OF SUZUKI  
SATRIA F150 FI AT PT. SINAR GALESONG MANDIRI MALALAYANG**

**THESIS**

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**15042029**



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**FACULTY OF ECONOMICS**

**UNIVERSITAS KATOLIK DE LA SALLE**

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**15042029**

**Presented as a fulfilment of the requirement**

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**Universitas Katolik De La Salle Manado**

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SATRIA F150 FI AT PT. SINAR GALESONG MANDIRI MALALAYANG**

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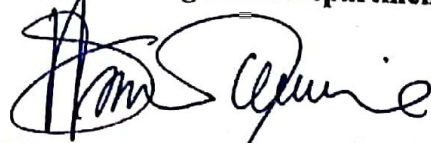
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**THE INFLUENCE OF CUSTOMER COMPLAINT, PRODUCT QUALITY  
AND DISCOUNT TOWARD CUSTOMER SATISFACTION OF SUZUKI  
SATRIA F150 FI AT PT. SINAR GALESONG MANDIRI MALALAYANG**

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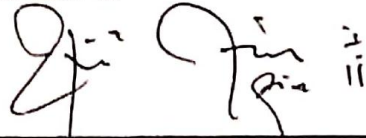
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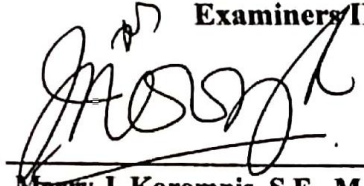
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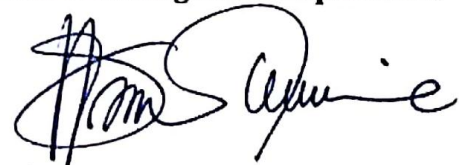
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## ABSTRAK

**RAYNALDO FALDY SONDAK, PENGARUH KELUHAN PELANGGAN, KUALITAS PRODUK, DISKON TERHADAP KEPUASAN PELANGGAN SUZUKI SATRIA F150 FI DI PT. SINAR GALESONG MANDIRI MALALAYANG (DIBIMBING OLEH KOLEANGAN P. ADRIE .CH DAN TIMBULENG A. JOHANNES)**

Kepuasan pelanggan adalah kepuasan yang muncul setelah membandingkan persepsi tentang kinerja (hasil) dengan produk dengan harapan. Dalam penelitian ini, penulis lebih fokus pada kepuasan pelanggan yang membeli produk motor Suzuki satria F150 FI di PT. Sinar Galesong Mandiri Malalayang

Tujuan dari penelitian ini adalah untuk menganalisis dan mengukur seberapa besar pengaruh keluhan pelanggan, Kualitas dan Diskon Terhadap Kepuasan Pelanggan di PT. Sinar Galesong Mandiri Malalayang. Jenis penelitian ini adalah penelitian kuantitatif dengan menggunakan data kuesioner dan diproses menggunakan aplikasi statistik SPSS versi 25 menggunakan analisis regresi berganda sebagai alat analisis.

Hasil penelitian ini menggunakan analisis regresi berganda sebagai alat analisis. Hasil penelitian ini menunjukkan bahwa Keluhan Pelanggan secara parsial memiliki pengaruh signifikan terhadap Kepuasan Pelanggan, Kualitas berpengaruh positif tetapi tidak berpengaruh signifikan terhadap kepuasan pelanggan dan, Diskon berpengaruh signifikan terhadap kepuasan pelanggan. Secara simultan semua variabel independen (Keluhan Pelanggan, Kualitas Produk, dan Diskon), mempengaruhi Kepuasan Pelanggan pada Suzuki Satria F150 FI di PT. Sinar Galesong Mandiri Malalayang.

**Kata kunci: Customer Complain, Product Quality, Discount, Customer Satisfaction.**

## ABSTRACT

**RAYNALDO FALDY SONDAK, THE INFLUENCE OF CUSTOMER COMPLAINTS, PRODUCT QUALITY, DISCOUNT ON CUSTOMER SATISFACTION OF SUZUKI Satria F150 FI AT PT. SINAR GALESONG MANDIRI MALALAYANG (GUIDED BY KOLEANGAN P. ADRIE .CH AND TIMBULENG A. JOHANNES)**

Customer satisfaction is satisfaction that arises after comparing perceptions of performance (results) with products with expectations. In this study, the authors focus more on the customer satisfaction who bought Suzuki Satria F150 FI motorcycle products at PT. Sinar Galesong Mandiri Malalayang.

The purpose of this study is to analyze and measure how much influence customer complaints, Quality and Discounts on Customer Satisfaction at PT. Sinar Galesong Mandiri Malalayang. This type of research is a quantitative study using questionnaire data and using the SPSS version 25 statistical application using multiple analysis as an analysis tool.

The results of this study used multiple regression analysis as an analytical tool. The results of this study indicate that partially customer complaints have a significant influence on customer satisfaction, quality has a positive but not significant influence on customer satisfaction and, discount has significant influence on customer satisfaction. Simultaneously all the independent variables (Customer Complaints, Product Quality, and Discounts), influence Customer Satisfaction of suzuki satria f150 fi at Pt. sinar galesong mandiri Malalayang.

**Keywords: Customer Complain, Product Quality, Discount, Customer Satisfaction.**

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Praise for God's presence, because of His grace and assistance, requesting a Thesis report with the title: "The Influence of Customer Complain, Product Quality, and Discount Toward Customer Satisfaction of Suzuki Satria F150 FI at PT. Sinar Galesong Mandiri Malalayang" can be adjusted quickly.

This report was prepared with the support of various parties, so for the appreciation and thanks I give to:

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Student realizes that this thesis is not perfect. Student apologizes for everything that might be wrong and not clear in this thesis, so that every criticism and suggestion are welcome. Hopefully this thesis is useful for anyone who reads it.

**Manado, Desember 2020**



**FALDY RAYNALDO SONDAK**



STATEMENT OF THESIS ORIGINALITY

THE INFLUENCE OF CUSTOMER COMPLAINT, PRODUCT QUALITY  
AND DISCOUNT TOWARD CUSTOMER SATISFACTION OF SUZUKI  
SATRIA FI150 FI AT PT SINAR GALESONG MANDIRI MALALAYANG

Is truly my originality work.


In this thesis, there are no partly of overall of other people's writing and opinion that I recognize as my writing. When I used other people's writing and opinion by quoting implicitly, I have recognized and showed the sources of its origin. If this thesis that I wrote is being proved as plagiarism, I will take consequences given to me, including the cancellation of degree and certificate.

Manado, 14 Desember 2020

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