

**THE INFLUENCE OF PRODUCT QUALITY, PROMOTION MIX,  
AND AFTER SALES SERVICE TOWARD CUSTOMER  
SATISFACTION IN HOUSING PT. BANGUN MINANGA LESTARI  
MANADO**

**THESIS**



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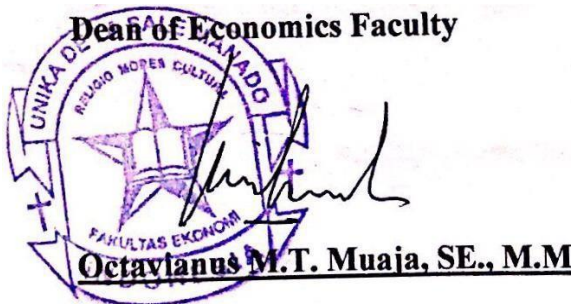
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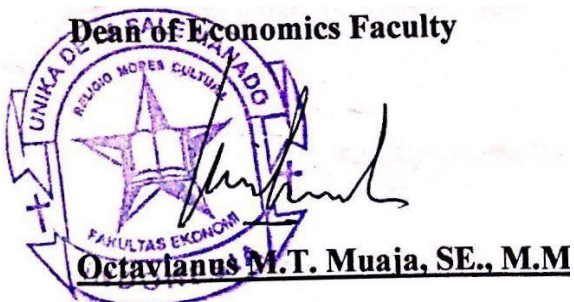
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## ABSTRACT

### **THE INFLUENCE OF PRODUCT QUALITY, PROMOTION MIX, AND AFTER SALE SERVICE TOWARD CUSTOMER SATISFACTION IN HOUSING PT. BANGUN MINANGA LESTARI MANADO. (GUIDANCE BY MONTOLALU APOLINARIS A. AND KOROMPIS MERRY J.)**

Product quality is one of the important policies in increasing product competitiveness that must satisfy consumers who exceed or at least equal the quality of products from competitors. Promotion mix is the most important activity that plays an active role in introducing, notifying and recalling the benefits of a product in order to encourage consumers to buy the product being promoted. After-sales service is a service offered by producers to consumers after the sales transaction is carried out as a quality guarantee for the products it offers.

This study examines the effect of product quality, promotion mix, after-sales service on customer satisfaction at PT. Build Minanga Lestari Manado.

The sample used in this study was 159 respondents who were users of PT. Products to Build Minanga Lestari using the simple random sampling method. This type of research is quantitative research using questionnaire data and processed using the SPSS statistical application by using multiple regression analysis as an analysis tool.

The results of this study are Promotion Mix does not have a significant effect on Customer Satisfaction. Product Quality and After Sales Service have a significant influence on Customer Satisfaction.

*Keywords: product quality, promotion mix, after-sales service, customer satisfaction.*

## **ABSTRAK**

### **PENGARUH KUALITAS PRODUK, BAURAN PROMOSI, DAN SETELAH LAYANAN TERHADAP KEPUASAN KONSUMEN DALAM PERUMAHAN PT. BANGUN MINANGA LESTARI MANADO. (DIBIMBING OLEH MONTOLALU APOLINARIS A. DAN KOROMPIS MERRY J.)**

Kualitas produk merupakan salah satu kebijakan penting dalam meningkatkan daya saing produk yang harus memberi kepuasan kepada konsumen yang melebihi atau paling tidak sama dengan kualitas produk dari pesaing. Bauran promosi merupakan kegiatan terpenting yang berperan aktif dalam memperkenalkan, memberitahukan dan mengingatkan kembali manfaat suatu produk agar mendorong konsumen untuk membeli produk yang dipromosikan tersebut. Layanan purna jual adalah jasa yang ditawarkan oleh produsen kepada konsumennya setelah transaksi penjualan dilakukan sebagai jaminan mutu untuk produk yang ditawarkannya.

Penelitian ini menguji pengaruh kualitas produk, bauran promosi, layanan purna jual terhadap kepuasan pelanggan di PT. Bangun Minanga Lestari Manado.

Sampel yang digunakan dalam penelitian ini adalah 159 responden yang merupakan pengguna PT. Produk Bangun Minanga Lestari menggunakan metode simple random sampling. Jenis penelitian ini adalah penelitian kuantitatif dengan menggunakan data kuesioner dan diolah menggunakan aplikasi statistic SPSS dengan menggunakan analisis regresi berganda sebagai alat analisis.

Hasil dari penelitian ini adalah Bauran Promosi tidak memiliki pengaruh yang signifikan terhadap Kepuasan Pelanggan. Kualitas Produk dan Layanan Purna Jual memiliki pengaruh signifikan terhadap Kepuasan Pelanggan.

*Kata kunci : kualitas produk, bauran promosi, layanan purna jual, kepuasan pelanggan*

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Manado, 26<sup>th</sup> July 2019

**Student**

## STATEMENT OF THESIS ORIGINALLY

I, who sign this thesis statement, state that this thesis:

### **THE INFLUENCE OF PRODUCT QUALITY, PROMOTION MIX, AND AFTER SALES SERVICE TOWARD CUSTOMER SATISFACTION IN HOUSING PT. BANGUN MINANGA LESTARI MANADO**

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 it's 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, August 5<sup>th</sup> 2019

Part of the statement



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