

**THE INFLUENCE OF PRODUCT QUALITY, PRODUCT DESIGN, AND
SALES PROMOTION ON CUSTOMER SATISFACTION IN TRINUNGAL
VILLAGE CONVECTION MSME**

AHMAD ADITYA ALMUZAMMIL

041910305

ABSTRACT

In modern times like today, the development of the industrial world is increasing rapidly with increasing technology that can make producers more effective and efficient in the production process so as to create higher quality products. In setting up a textile factory in this era it is very different, many Micro, Small and Medium Enterprises (MSME) have set up textile factories on a small and medium scale but the quality of their products is less competitive in the market. .

This study aims to determine whether Product Quality, Product Design and Sales Promotion has a partial simultaneous effect on customer satisfaction in Tritunggal Village Convection MSMEs. The tools used in this research are validity test, reliability test, classic assumption test, multiple linear regression test, coefficient of determination test, t test, and f test.

The results of partial t obtained t_{count} Product Quality (X_1) of 2,499 so that $t_{\text{count}} > t_{\text{table}}$ ($2,499 > 1,662$) t_{count} Product Design (X_2) of 3,092 so that $t_{\text{count}} > t_{\text{table}}$ ($3,092 > 1,662$) t_{count} Sales Promotion (X_3) of 5,205 so $t_{\text{count}} > t_{\text{table}}$ ($5.205 > 1.662$) which means that the variable Product Quality (X_1), Product Design (X_2) and Sales Promotion (X_3) have a partial effect on the variable Customer Satisfaction (Y). The f test results obtained $F_{\text{count}} = 104,920$ while $F_{\text{table}} = 2,71$ so that $F_{\text{count}} > F_{\text{table}}$ then H_0 rejected means that the variables Product Quality (X_1), Product Design (X_2) and Sales Promotion (X_3) have a significant influence simultaneously on Customer Satisfaction (Y) in Tritunggal Village Convection MSMEs. The most dominant variable, namely Sales Promotion, is proven by a multiple linear regression test, the value of β Sales Promotion is greater than the other variables.

Keywords : Product Quality, Product Design, Sales Promotion , And Customer Satisfaction.

**PENGARUH KUALITAS PRODUK, DESAIN PRODUK, DAN SALES
PROMOTION TERHADAP KEPUASAN PELANGGAN PADA UMKM
KONVEKSI DESA TRITUNGGAL**

AHMAD ADITYA ALMUZAMMIL

041910305

RINGKASAN

Pada zaman modern seperti saat ini, perkembangan dunia industri semakin pesat dengan meningkatnya teknologi yang dapat menjadikan produsen lebih efektif dan efisien dalam proses produksi sehingga menciptakan produk yang lebih berkualitas. Dalam mendirikan sebuah pabrik tekstil di zaman ini sangat berbeda, banyak Usaha Mikro Kecil dan Menengah (UMKM) yang mendirikan pabrik tekstil dengan skala kecil dan sedang tetapi kualitas produknya kurang bersaing dipasaran.

Penelitian ini bertujuan untuk mengetahui apakah Kualitas Produk, Desain Produk dan Sales Promotion berpengaruh secara parsial simultan terhadap Kepuasan Pelanggan pada UMKM Konveksi Desa Tritunggal. Alat yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji koefisien determinasi, uji t, dan uji f. Dari hasil uji t parsial diperoleh t_{hitung} Kualitas Produk (X_1) sebesar 2.499 sehingga $t_{hitung} > t_{tabel}$ ($2.499 > 1.662$) t_{hitung} Desain Produk (X_2) sebesar 3.092 sehingga $t_{hitung} > t_{tabel}$ ($3.092 > 1.662$) t_{hitung} Sales Promotion (X_3) sebesar 5.205 sehingga $t_{hitung} > t_{tabel}$ ($5.205 > 1.662$) yang artinya variabel Kualitas Produk (X_1), Desain Produk (X_2) dan *Sales Promotion* (X_3) berpengaruh secara parsial terhadap variabel Kepuasan Pelanggan (Y).

Hasil Uji f diperoleh $F_{hitung} = 104.920$ sedangkan $F_{tabel} = 2,71$ sehingga $F_{hitung} > F_{tabel}$ maka H_0 ditolak artinya variabel Kualitas Produk (X_1), Desain Produk (X_2) dan Sales Promotion (X_3) mempunyai pengaruh signifikan secara simultan terhadap Kepuasan Pelanggan (Y) pada UMKM Konveksi Desa Tritunggal. Variabel yang paling dominan yaitu Sales Promotion dibuktikan dengan uji regresi linier berganda nilai β *Sales Promotion* lebih besar dari variabel lainnya.

Kata Kunci : Kualitas Produk, Desain Produk, Sales Promotion, Dan Kepuasan Pelanggan.