

ABSTRAK

Nama : Afnisa Firdaus

Nim : 3012221089

judul : Pengaruh Kualitas Layanan Dan Promosi Terhadap

Kepuasan Pelanggan Melalui Kepercayaan Pelanggan Sebagai Variabel
Mediasi Pada Toko Ria Busana Di Cianjur

x + 113 hlm

Penelitian ini bertujuan menganalisis pengaruh kualitas layanan dan promosi terhadap kepuasan pelanggan melalui kepercayaan pelanggan sebagai variabel mediasi pada Ria Busana Cianjur. Penelitian menggunakan pendekatan kuantitatif dengan desain asosiatif kausal. Sampel sebanyak 170 responden dipilih menggunakan purposive sampling, dengan pengumpulan data melalui kuesioner skala Likert lima poin. Analisis data menggunakan SEM-PLS dengan SmartPLS 3. Hasil penelitian menunjukkan bahwa kualitas layanan dan promosi berpengaruh positif dan signifikan terhadap kepercayaan serta kepuasan pelanggan. Kepercayaan pelanggan juga terbukti memediasi pengaruh kualitas layanan dan promosi terhadap kepuasan pelanggan. Temuan ini menegaskan bahwa peningkatan layanan dan promosi efektif membangun kepercayaan sehingga meningkatkan kepuasan pelanggan.

Kata kunci: kualitas layanan, promosi, kepercayaan pelanggan, kepuasan pelanggan, SEM-PLS.

Daftar Acuan : 17 (2015 – 2026)

ABSTRACT

Name : Afnisa Firdaus

Nim : 3012221089

Title : The Influence of Service Quality and Promotion on Customer Satisfaction through Customer Trust as a Mediating Variable at a Modern Retail Company in Cianjur
x + 113 pages

This study aims to analyze the effect of service quality and promotion on customer satisfaction through customer trust as a mediating variable at Ria Busana Cianjur. This study employed a quantitative approach with a causal associative design. A total of 170 respondents were selected using purposive sampling, and data were collected through questionnaires using a five-point Likert scale. Data were analyzed using SEM-PLS with SmartPLS 3. The results show that service quality and promotion have positive and significant effects on customer trust and satisfaction. Customer trust also mediates the effects of service quality and promotion on customer satisfaction. These findings confirm that improving service and promotion effectively builds trust, ultimately increasing customer satisfaction.

Keywords: *service quality, promotion, customer trust, customer satisfaction, SEM-PLS.*

References: 17 (2015–2026)