

***THE INFLUENCE OF ONE STOP SHOPPING
MARKETING STRATEGY ON CONSUMER
SATISFACTION AT PLAZA LAKSAMANA BENGKALIS
(CASE STUDY IN THE BENGKALIS COMMUNITY)***

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Abstract

This study aims to analyze how the One Stop Shopping marketing strategy at Plaza Laksamana Bengkalis, analyze how the influence of customer satisfaction at Plaza Laksamana Bengkalis, and analyze how the One Stop Shopping marketing strategy affects customer satisfaction at Plaza Laksamana Bengkalis. The object of this research is the visitors to Plaza Laksamana Bengkalis. The type of research used in this research is associative research and quantitative research methods using SPSS 20 software with Instrument Test, Classical Assumption Test, Simple Linear Correlation Analysis, Simple Linear Regression Analysis. The results showed that the One Stop Shopping marketing strategy variable had a positive and significant effect on customer satisfaction at Plaza Laksamana Bengkalis, in this study the One Stop Shopping marketing strategy affected 59.5%. While the remaining 40.5% is explained by other factors not examined in this study such as price, service quality, product completeness, product quality.

Keywords: *Strategy, Marketing, One Stop Shopping, Satisfaction, Consumers.*