

**THE INFLUENCE OF PROMOTION, SERVICE QUALITY
AND PRODUCT QUALITY ON CUSTOMER SATISFACTION
(Case Study of Food and Beverages at the Inkubator Bisnis dan
Teknologi)**

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ABSTRACT

This research aims to determine the effect promotion, service quality and product quality on consumer satisfaction Inkubator Bisnis dan Teknologi. The independent variables are promotion, service quality and product quality and the dependent variable is customer satisfaction, all statements are valid and normal. Research methods used is a quantitative approach by collecting primary data through survey methods survey method by distributing questionnaires to 100 existing customers visited the Inkubator Bisnis dan Teknologi. Data processing uses the SPSS application program version 25. Based on the tests carried out, the results of This research shows a T-value of 1.984 for the promotion variable, service quality variable with a T value of 6.682 for the product quality variable with a T value of 4.176 shows that service quality and product quality have an influence on consumer satisfaction while promotion has no effect on consumer satisfaction and the F test with a value of 71.639 shows Simultaneously, service quality and product quality have an effect on customer satisfaction, while promotions have no effect on customer satisfaction, it can be seen from the R Square table of 82.7%. Service quality and product quality variables can influence consumer satisfaction, while promotions can not simultaneously influence consumer satisfaction. The relationship between service quality and product quality. has 17.3% of other variables that influence customer satisfaction in this study.

Keywords : Promotion, Service Quality, Product Quality and Customer Satisfaction.