

ABSTRAK

Analisis penelitian bertujuan untuk mengetahui apakah kepuasan pelanggan secara parsial berpengaruh positif dan signifikan terhadap peningkatan penjualan di PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Apakah pelayanan secara parsial berpengaruh positif dan signifikan terhadap peningkatan penjualan di PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Apakah kepuasan pelanggan dan pelayanan secara simultan berpengaruh positif dan signifikan terhadap peningkatan penjualan di PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Penelitian ini menggunakan regresi linier berganda. Penelitian sampel yang dilakukan dengan menggunakan metode "*Accedential Sampling*", yaitu metode pengambilan sampel dengan memilih siapa yang kebetulan ada/dijumpai. Dalam pengambilan sampel, penelitian ini menggunakan rumus Zikmund sehingga sampel sebanyak 100 responden. Pengambilan data primer menggunakan kuesioner. Hasil penelitian menunjukkan kepuasan pelanggan secara parsial berpengaruh positif dan signifikan terhadap peningkatan penjualan di PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Pelayanan secara parsial berpengaruh positif dan signifikan terhadap peningkatan penjualan di PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Kepuasan pelanggan dan pelayanan secara simultan berpengaruh positif dan signifikan terhadap peningkatan penjualan di PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket).

Kata Kunci : Kepuasan Pelanggan, Pelayanan Dan Peningkatan Penjualan

ABSTRACT

The research analysis aims to determine whether customer satisfaction has a partial positive and significant effect on increasing sales at PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Does service have a partial positive and significant effect on increasing sales at PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Do customer satisfaction and service simultaneously have a positive and significant effect on increasing sales at PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). This study uses multiple linear regression. The sample research was conducted using the "Accedential Sampling" method, which is a sampling method by choosing who happens to be there/met. In sampling, this study uses the Zikmund formula so that the sample is 100 respondents. Primary data collection uses a questionnaire. The results of the study show that customer satisfaction has a partial positive and significant effect on increasing sales at PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Service has a partial positive and significant effect on increasing sales at PT. Jaya Anugerah Sukses Abadi (Brastagi Supermarket). Customer satisfaction and service simultaneously have a positive and significant effect on increasing sales at PT. Jaya Anugerah Eternal Success (Brastagi Supermarket).

Keywords : Customer Satisfaction, Service and Sales Increase