# ABSTRAK

**Ibnu Al Faroq, NPM : 71220312003, Faktor-Faktor yang mempengaruhi kepuasan pelanggan up parfume medan. Dibimbing oleh Dr. T. Ahmad Helmi. S.E., M.Si Sebagai Pembimbing I, dan Faty Rahmarisa. S.E., M.Ec Sebagai Dosen Pembimbing II, Skripsi : 2026**

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi kepuasan pelanggan Up Parfume.Penelitian ini merupakan penelitian kualitatif. Penelitian ini mengambil tempat di gudang Up Parfume dengan subyek penelitian pemilik, peracik, distributir, reseller, pengguna aktif. Teknik pengumpulan data menggunakan metode observasi, wawancara dan dookumentasi. Keabsahan data uji dengan cara membercheck dan triangulasi. Teknik analisis data menggunakan model interaktif Miles dan Huberman, berupa pengumpulan data, reduksi data, penyajian data dan pengambilan kesimpulan. Hasil penelitian menunjukan bahwa faktor-faktor yang mempengaruhi kepuasan Kualitas produk yang mumpuni (bahan yang berkualitas dan aman digunakan) (*Product Quality*), harapan pelanggan terpenuhi (*Expectations*), menjelaskan pengetahuan tentang produk yang dijual (*Product Knowledge*). pelayanan yang baik : ramah terhadap pelanggan (*Empathy*), memberikan rekomendasi aroma parfum yang terbaik (*Recommended*), kualitas produk (cara penggunaan, keunggulan produk) dan kualitas pelayanan (cara menjual), ketersediaan barang yang cukup, memberikan pengalaman yang terbaik kepada pelanggan, dayatahan parfume (*product durability*) dan desain botol parfume (*Product Design*), konsistensi aroma parfum (*Consistency Product*), jaminan atas botol parfum yang rusak (*Assurance*).



**Kata kunci: kepuasan pelanggan Up Parfume**

## *ABSTRACT*

***Ibnu Al Faroq, NPM: 71220312003, Factors Influencing Customer Satisfaction at Up Parfume medan. Supervised by Dr. T. Ahmad Helmi, S.E., M.Si As Advisor I and Faty Rahmarisa, S.E., M.Ec As Advisor II. Thesis: 2026.***

*This study aims to analyze the factors influencing customer satisfaction at Up Parfume. This research employs a qualitative approach. The study was conducted at the Up Parfume warehouse, with research subjects consisting of the owner, perfumer, distributor, resellers, and active users. Data were collected through observation, interviews, and documentation methods. The validity of the data was tested using member checking and triangulation techniques. Data analysis was carried out using the interactive model of Miles and Huberman, which includes data collection, data reduction, data display, and conclusion drawing.The results of the study indicate that the factors influencing customer satisfaction include strong product quality (high-quality and safe ingredients) (Product Quality), fulfillment of customer expectations (Expectations), and clear explanation of product knowledge (Product Knowledge). In addition, good service quality also plays an important role, including friendliness toward customers (Empathy), providing the best perfume scent recommendations (Recommendation), clear communication regarding product quality (usage and advantages) and service quality (selling approach), sufficient product availability, delivering the best customer experience, perfume durability (Product Durability), bottle design (Product Design), consistency of fragrance (Product Consistency), and assurance for damaged perfume bottles (Assurance).*



***Keywords: customer satisfaction at Up Parfume***