

## ABSTRAK

Fakultas Ekonomi  
Program Studi S-1 Manajemen  
2022

Try Yudha Utama

120.2018.169

**PENGARUH PROMOSI DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN MELALUI KEPUTUSAN PEMBELIAN DAN TINJAUAN DARI SUDUT PANDANG ISLAM  
(STUDI KASUS PADA KONSUMEN AMANAH RELOAD)**

**XVI + 113 hal + 18 tabel + 4 gambar + 2 lampiran**

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh promosi dan kualitas pelayanan terhadap kepuasan pelanggan melalui keputusan pembelian sebagai variabel intervening pada toko Amanah Reload Cipinang serta tinjauannya dari sudut pandang Islam. Populasi pada penelitian ini ialah konsumen Amanah Reload dengan jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis *Partial Least Square Structural Equation Modeling* (SEM-PLS). Hasil penelitian ini menunjukkan bahwa: Promosi dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas Pelayanan tidak mempengaruhi Kepuasan Pelanggan. Keputusan Pembelian tidak mempengaruhi Kepuasan Pelanggan. Keputusan Pembelian mampu memediasi antara promosi terhadap kepuasan pelanggan. Keputusan Pembelian tidak mampu memediasi antara kualitas pelayanan terhadap kepuasan pelanggan. Promosi, Kualitas Pelayanan, Keputusan Pembelian dan Kepuasan Pelanggan yang ada pada toko Amanah Reload Cipinang dinilai sudah sesuai dengan syariat Islam.

Kata Kunci : Kepuasan Pelanggan, Keputusan Pembelian, Kualitas Pelayanan, Promosi.

## **ABSTRACT**

**Faculty of Economics & Business**

**S-1 Management Study Program**

**2022**

**Try Yudha Utama**

**120.2018.169**

**THE EFFECT OF PROMOTION AND SERVICE QUALITY ON CUSTOMER SATISFACTION THROUGH PURCHASING DECISIONS AND REVIEWS FROM AN ISLAMIC POINT OF VIEW**

**(CASE STUDY ON AMANAH RELOAD CONSUMERS)**

**XVI + 113 hal + 18 tabel + 4 gambar + 2 lampiran**

### **Abstract Description**

This study aims to determine the effect of promotion and service quality on customer satisfaction through purchasing decisions as an intervening variable at the Amanah Reload Cipinang store and its review from an Islamic perspective. The population in this study is Amanah Reload consumers with a total sample of 100 respondents. The sampling technique used non-probability sampling method, with purposive sampling technique by distributing questionnaires. The data analysis method was carried out using Partial Least Square Structural Equation Modeling (SEM-PLS) analysis. The results of this study indicate that: Promotion and Service Quality have a positive and significant effect on purchasing decisions. Promotion has a positive and significant effect on customer satisfaction. Service Quality does not affect Customer Satisfaction. Purchase Decision does not affect Customer Satisfaction. Purchasing decisions are able to mediate between promotions on customer satisfaction. Purchasing decisions are unable to mediate between service quality and customer satisfaction. Promotions, Service Quality, Purchasing Decisions and Customer Satisfaction at the Amanah Reload Cipinang store are considered to be in accordance with Islamic law.

**Keywords : Customer Satisfaction, Purchasing Decision, Quality of Service, Promotion**