

ABSTRACT

The purpose of this research is to determine the influences of product quality, price and personal selling to customer satisfaction of PT.Asiaplast Industries Limited. The variables were chosen based on the early observation on the PVC Rigid selling phenomenon which was significantly up and down.

This is a descriptive-quantitative research that explains the influence of variables and examines the hypotheses that have been formulated before. The secondary data was obtained from various sources such as journals and books. The primary data were obtained using questionnaires filled out by the 85 customers of PT Asiaplast Industries Limited implementing survey approach. The data were examined using descriptive and statistics analysis such as: validity test, reliability test, normality test and hypotheses test with t-tests, F test and linear regression analysis.

The empirical result indicated that the product quality, price and personal selling have positive influence toward customer satisfaction. Researcher suggested that the company continues to improve product quality, offer competitive prices and improve the personal selling approach to the customers.

Keywords : product quality, price, personal selling and customer satisfaction.

MERCU BUANA

ABSTRAKS

Penelitian ini ditujukan untuk menguji pengaruh kualitas produk, harga dan *personal selling* terhadap kepuasan pelanggan PT. Asiaplast Industries Tbk. Penggunaan variabel-variabel tersebut berdasarkan observasi awal terhadap fenomena penjualan PVC Rigid yang naik-turun secara signifikan.

Penelitian ini merupakan penelitian deskriptif-kuantitatif yang menjelaskan pengaruh antara variabel penelitian dan menguji hipotesis yang telah dirumuskan sebelumnya. Data sekunder diperoleh dari berbagai sumber seperti jurnal dan buku. Data primer diperoleh dengan menggunakan kuesioner yang diisi oleh 85 pelanggan PT. Asiaplast Industries Tbk menggunakan teknik survei. Data tersebut diperiksa menggunakan analisis statistik dan deskriptif seperti: uji validitas, uji reliabilitas, uji normalitas, dan pengujian hipotesis dengan uji-t, uji F dan analisis regresi linear.

Secara empiris ditemukan bahwa kualitas produk, harga dan *personal selling* berpengaruh secara positif terhadap kepuasan pelanggan. Peneliti menyarankan agar perusahaan terus meningkatkan kualitas produk, memberikan penawaran harga yang bersaing serta menjalin *personal selling* yang baik dengan pelanggan.

Kata Kunci: kualitas produk, harga, *personal selling* dan kepuasan pelanggan.