

ABSTRAK

Setiap organisasi tidak akan pernah lepas dari persaingan, hal tersebut memaksa sebuah organisasi melakukan sebuah *improvement* terhadap organisasinya dan melakukan perbaikan secara berkala agar mampu bertahan dan memenangkan persaingan yang ada. Tujuan dari penelitian ini adalah mengetahui apakah kualitas produk berpengaruh terhadap *customer satisfaction*, apakah pelayanan purna jual berpengaruh terhadap *customer satisfaction*, apakah distribusi berpengaruh terhadap *customer satisfaction*, apakah kualitas produk berpengaruh terhadap distribusi, apakah pelayanan purna jual berpengaruh terhadap distribusi. Jenis penelitian yang digunakan dalam penelitian ini yaitu jenis penelitian asosiatif kausal, karena dalam penelitian ini bertujuan untuk mengetahui besarnya pengaruh kualitas produk, kualitas purna jual, distribusi terhadap *customer satisfaction* di PT Has *Environmental*. Penelitian ini diarahkan untuk menggambarkan hubungan sebab akibat antara beberapa situasi yang digambarkan dalam variable, dan atas dasar itu ditariklah sebuah kesimpulan umum. Korelasi antara kualitas produk terhadap *customer satisfaction* memiliki nilai 0,452 yang berarti hubungannya cukup kuat, selanjutnya korelasi antara pelayanan purna jual terhadap *customer satisfaction* memiliki nilai 0,665 yang berarti hubungannya kuat. Hubungan selanjutnya adalah korelasi antara distribusi dengan *customer satisfaction* memiliki nilai 0,495 yang berarti cukup kuat. Untuk variabel yang terkena intervening yaitu hubungan korelasi antara kualitas produk terhadap distribusi memiliki nilai 0,626 yang berarti hubungannya kuat, serta korelasi pelayanan purna jual terhadap distribusi memiliki nilai sebesar 0,583 yang berarti hubungannya kuat.

Kata kunci : Pengaruh, Kualitas Produk, Pelayanan Purna Jual, Distribusi, *Customer Satisfaction*

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ABSTRACT

Each organization will never be separated from competition, it forces an organization to make an improvement to its organization and make regular improvements to be able to survive and win the competition. The purpose of this study is to determine whether product quality has an effect on customer satisfaction, whether after sales service has an effect on customer satisfaction, does distribution have an effect on customer satisfaction, does product quality have an effect on distribution, does after sales service have an effect on distribution. This type of research used in this study is a type of causal associative research, because in this study aims to determine the magnitude of the influence of product quality, after sales quality, distribution of customer satisfaction at PT Has Environmental. This research is directed to describe the causal relationship between several situations that are described in variables, and on that basis a general conclusion is drawn. The correlation between product quality and customer satisfaction has a value of 0.452, which means the relationship is quite strong, then the correlation between after-sales service to customer satisfaction has a value of 0.665, which means a strong relationship. The next relationship is the correlation between distribution and customer satisfaction has a value of 0.495 which means it is quite strong. For variables affected by intervening, the correlation between product quality and distribution has a value of 0.626, which means that the relationship is strong, and after-sales service correlation has a value of 0.583, which means a strong relationship.

Keywords : Influence, Product Quality, After Sales Service, Distribution, Customer Satisfaction

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