

ABSTRAK

Nama : Muhammad Akram
Program Studi : Manajemen
Judul : Pengaruh Promosi, Ekuitas Merek dan Kualitas Layanan terhadap Kepuasan Pelanggan pada Toko Lagos Branded Krueng Mane, Aceh Utara

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, ekuitas merek, dan kualitas layanan terhadap kepuasan pelanggan pada Toko Lagos Branded Krueng Mane, Aceh Utara. Kepuasan pelanggan menjadi indikator utama dalam menentukan keberhasilan suatu bisnis di tengah persaingan yang semakin kompetitif, terutama dalam industri fashion retail. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif. Sampel penelitian sebanyak 100 responden diperoleh melalui teknik purposive sampling. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, regresi linear berganda, dan uji hipotesis (uji t dan uji F). Hasil penelitian menunjukkan bahwa promosi, ekuitas merek, dan kualitas layanan berpengaruh secara signifikan terhadap kepuasan pelanggan. Di antara ketiga variabel tersebut, kualitas layanan memiliki pengaruh paling dominan terhadap kepuasan pelanggan. Dengan demikian, peningkatan pada aspek layanan serta strategi promosi yang tepat dan penguatan citra merek sangat disarankan untuk mempertahankan dan meningkatkan kepuasan pelanggan di masa depan.

Kata Kunci: Promosi, Ekuitas Merek, Kualitas Layanan, Kepuasan Pelanggan

ABSTRACT

Name : Muhammad Akram
Study Program : Management
Title : The Influence of Promotion, Brand Equity and Service Quality on Customer Satisfaction at Lagos Branded Krueng Mane Store, North Aceh

This study aims to determine the effect of promotion, brand equity, and service quality on customer satisfaction at Lagos Branded Store in Krueng Mane, North Aceh. Customer satisfaction is a key indicator in assessing business success amid increasingly intense competition, especially in the fashion retail industry. This research uses a quantitative approach with an associative method. A total of 100 respondents were selected using purposive sampling. Data analysis techniques include validity and reliability tests, multiple linear regression, and hypothesis testing (t-test and F-test). The results show that promotion, brand equity, and service quality have a significant effect on customer satisfaction. Among the three variables, service quality has the most dominant influence. Therefore, improvements in service aspects, appropriate promotional strategies, and brand image strengthening are highly recommended to maintain and enhance customer satisfaction in the future.

Keywords: *Promotion, Brand Equity, Service Quality, Customer Satisfaction*