

## RINGKASAN

Faktor yang sangat menentukan dalam pemasaran adalah kepuasan pelanggan. Seorang pengusaha harus memiliki strategi untuk mempertahankan pelanggan dengan memastikan pelanggan telah menerima layanan yang memuaskan. Penelitian ini n untuk mengetahui faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap pelayanan pada PT. Millennium Pharmacon Internasional Purwokerto.

Ada 3 variabel yang diukur dalam penelitian ini, yaitu persepsi harga, saluran distribusi, dan promosi. Jumlah sampel sebanyak 37 pelanggan yang merupakan pelanggan di wilayah Banyumas-Purbalingga dan telah mengisi kuesioner. Penelitian ini menggunakan uji validitas dan reliabilitas, uji asumsi klasik, uji t dan uji F, koefisien determinasi dan analisis regresi linier berganda. Penelitian ini menggunakan nilai signifikansi 0,05 (t-tabel = 1,6924).

Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara persepsi harga ( $3.872 > 1.6924$ ), saluran distribusi ( $3.384 > 1.6924$ ), dan promosi ( $2.377 > 1.6924$ ) dengan kepuasan pelanggan atas pelayanan pada PT. Millennium Pharmacon Internasional Purwokerto.

Kata kunci: Persepsi Harga, Saluran Distribusi, Promosi, Kepuasan Pelanggan.

## SUMMARY

The most important marketing factor is customer satisfaction. As a business owner, they must have a strategy to retain customers by ensuring customers have received satisfactory service. This study aims to determine the factors that influence the customer satisfaction of services at PT. Millennium Pharmacon International Purwokerto.

There were 3 variables measured in this study, which were price perception, distribution channels, and promotion. Total number of samples were 37 customers who were customers in Banyumas-Purbalingga areas and have filled out the questionnaire. This study used validity and reliability test, classical assumption test, t-test and F test, coefficient of determination and multiple linear regression analysis. This study used a significance value of 0.05 ( $t\text{-table} = 1.6924$ ).

The result showed that there was a significant association between price perception ( $3.872 > 1.6924$ ), distribution channels ( $3.384 > 1.6924$ ), and promotion ( $2.377 > 1.6924$ ) with the customer satisfaction of services at PT. Millennium Pharmacon International Purwokerto.

Keywords: Price Perception, Distribution Channels, Promotion, Customer Satisfaction.

