THE EFFECT OF SALES PROMOTION AND SERVICE QUALITY ON CUSTOMER SATISFACTION

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Abstract

This study aims to evaluate whether Sales Promotion and Service Quality have a significant effect on Customer Satisfaction in the Hajj and Umrah travel services provided by PT. Karya Imtaq in Bandung. Sales Promotion and Service Quality are positioned as independent variables, while Customer Satisfaction is treated as the dependent variable. This research employs a quantitative approach with descriptive and verificative methods. The descriptive method is used to provide an overview of the variables studied, while the verificative method is applied to test the proposed hypotheses regarding the relationships between variables. The population of this study consists of all consumers who have used the Hajj and Umrah travel services of PT. Karya Imtaq. Due to the unknown total population size, the sampling technique used is non-probability sampling, specifically accidental sampling. The sample size is determined using the lemeshow formula, resulting in a total of 100 respondents who meet the research criteria. Data collection is conducted through questionnaires distributed to respondents, using a Likert scale to measure perceptions of sales promotion, service quality, and customer satisfaction. The data is then analyze using statistical methods, including validity and reliability tests, as well as multiple linear regression analysis. The results of the study indicate that Sales Promotion has a positive and significant effect on Customer Satisfaction. Furthermore, Service Quality also shows a significant influence on Customer Satisfaction. Simultaneously, both variables contribute to increasing customer satisfaction in the Hajj and Umrah travel services of PT. Karya Imtaq in Bandung.

Keywords: Customer Satisfaction, Sales Promotion, Service Quality, Umrah

1. Introduction

Indonesia has a majority Muslim population and is one of the countries with the largest Muslim population in the world. Based on data from goodstats.id in 2024, Indonesia has a Muslim population of 236 million, or around 84.35% of the total population of Indonesia. The tourism sector in Indonesia is currently one of the sources of income for the Indonesian economy. The tourism sector is the largest source of national income in Indonesia (Irawan & Ganiza, 2021). Based on a report from the *Badan Pusat Statistik (BPS)*, the number of Indonesian tourists visiting foreign countries throughout 2023 reached 7.52 million. Malaysia, Singapore, and Saudi Arabia are the three favorite foreign destinations for Indonesian tourists. One of the reasons why Saudi Arabia has become a favorite destination is because tourists, especially Muslims, can do the Umrah and Hajj rituals in Saudi Arabia. The high number of visitors to Saudi Arabia from Indonesia has created business prospects for umrah and hajj travel services. Muslim tourists who are looking to go on the Umrah and Hajj trip to Saudi Arabia can use travel services that offer Umrah and Hajj packages. Currently, there are many travel services that offer Umrah and Hajj packages, one of which is Karya Imtaq. PT Karya Imtaq, under the organization *Persatuan Islam (Persis),* is a company that offers umrah and hajj services.

In 2022, PT. Karya Imtaq sent more than 1,658 Hajj pilgrims to Mecca, and the number increased in the following year. In 2023, there were 1,735 Hajj pilgrims who departed, and this number decreased in 2024 to 1,245 Hajj pilgrims. This data shows a decline in the number of Hajj pilgrims over a one-year period. In 2025, as of April, 571 Hajj pilgrims had visited PT. Karya Imtaq, and this number will certainly continue to grow over time. Based on the explanation, it can be

concluded that the number of pilgrims at PT Karya Imtaq is still considered to be fluctuating.Currently, there has been a significant increase in the cost of Umrah and Hajj travel services due to global inflation, which has impacted the cost of flights, lodging, accommodation, and transportation in Saudi Arabia. This situation will certainly make consumers more selective in choosing Umrah and Hajj travel services that offer quality service. In addition to rising costs, the level of competition among travel services is also a phenomenon that is currently occurring. This phenomenon means that all Umrah and Hajj travel service providers must be more aggressive in providing the best service and offering interesting promotions to consumers. Competition in the same business field requires PT. Karya Imtaq to offer even more optimal services and differentiate itself from other business competitors. The intense competition in the umrah and hajj travel services sector requires the company to design the right promotional strategy, which can shape consumer perception and interest in these services. The right promotional strategy can attract consumers because what is offered, such as facilities and services, matches what is displayed in the sales promotion. In addition to the emergence of other business competitors, PT Karya Imtaq also faces the problem of rising product prices caused by the strengthening of the US dollar against the rupiah. Given this situation, the company must raise its selling prices if it does not want to suffer losses. The increased selling price must also be commensurate with the quality of service offered, as consumers will certainly expect high prices. This requires the company to improvise by offering maximum and attractive services in order to maintain customer loyalty.

To attract consumers, it is common for every company to conduct promotions. Promotion is an activity that serves as a communication tool that can be carried out by an individual or a company, with the aim of introducing goods and services while influencing the wider community to use these products (Brahim Eli Nur. Muh 2021). Promotion is a medium used by every company to convey messages and information, raise awareness, and encourage consumers, either directly or indirectly, to become familiar with a product offered by the company. Promotion can be measured using promotional indicators, one of which is Advertising, which is a paid marketing communication process that uses mass media to reach a wide target audience. Another indicator is Sales Promotion, which are short-term incentives to encourage the purchase or sale of a product or service.

In addition to promoting, to achieve customer satisfaction, companies must pay attention to the aspect of service quality. Kotler & Armstrong (2020) define service quality as the degree to which a service meets customer expectations. Service quality will be considered good if the company's performance exceeds consumer expectations. In its implementation, service quality has at least several dimensions, such as performance, responsiveness, assurance, and empathy (Chowdhury, S., & Quaddus, M., 2021). This will certainly affect other marketing aspects such as company profits and customer loyalty. The better the quality of service provided, the higher the satisfaction obtained by consumers, which will eventually foster customer loyalty to the company.

The existence of customer loyalty will bring benefits to the company, therefore This customer loyalty will bring benefits to the company, therefore service quality is one of the important aspects for companies in satisfying customers and gaining profits.

To achieve customer satisfaction, many aspects must be considered, such as the two variables described earlier. According to Yi & Nataraajan (2018) in Ifa Latifah (2022), customer satisfaction is a key concept in modern marketing thinking and practice, which emphasizes providing satisfaction to customers and obtaining profits in return. According to Irawan in (Kusuma & Budiarti, 2021), customer satisfaction is a feeling of satisfaction (in the sense of being satisfied with the product and service), always buying the product, recommending it to others, and satisfying consumer expectations of the product after purchasing it. From the above explanations, it can be concluded that customer satisfaction is a positive response from a customer when the product or service received meets or exceeds their expectations, so that the customer feels that the product or service is worth buying. There are several dimensions that influence customer satisfaction, one of which is service quality, which includes reliability, responsiveness, assurance, empathy, and tangibles. Therefore, service quality is a top priority for PT. Karya Imtaq in creating customer satisfaction, which will also be supported by effective sales promotions. The impact of sales promotions, service quality, and customer satisfaction are three things that are closely correlated with one another. With effective promotional methods supported by maximum service quality,

customer satisfaction will increase because the service provided to customers is in line with what is described in PT. Karya Imtaq's sales promotions.

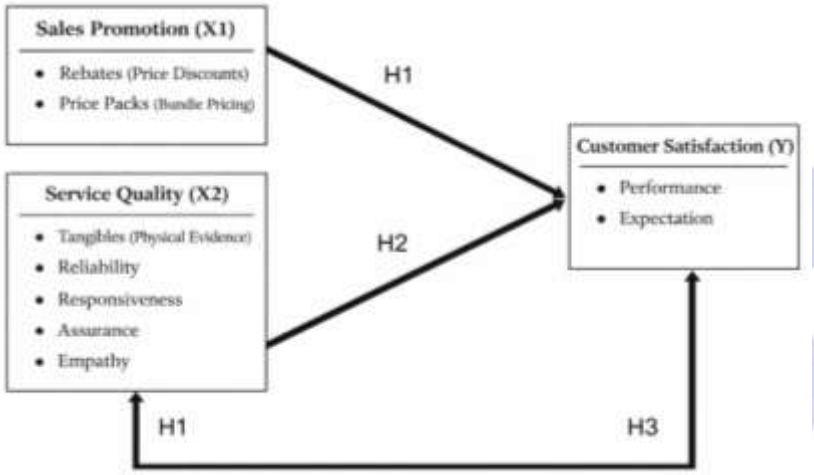
Regarding this phenomenon, the author will conduct research on "The Effect of Sales Promotion and Service Quality on Customer Satisfaction with Umrah and Hajj Travel Services at PT. Karya Imtaq in Bandung." The Objectives of this Research is :

1. To determine consumer responses to sales promotions, service quality, and their satisfaction with the services of Karya Imtaq Travel Agency.
2. To determine the effect of sales promotions on consumer satisfaction in using the services of Karya Imtaq public travel agency.
3. To determine the effect of service quality on consumer satisfaction in using the services of Karya Imtaq public travel agency.

To determine the extent of the effect of sales promotions and service quality on consumer satisfaction in using the services of Karya Imtaq public travel agency. 2. Methode

2.1 Research Design

This study uses a quantitative research approach with a descriptive and verificative design. The descriptive approach aims to provide an overview of sales promotion, service quality, and customer satisfaction among consumers of PT Karya Imtaq in Bandung. Meanwhile, the verificative approach is used to test the influence of independent variables on the dependent variable through statistical analysis.



The variables in this study consist of:

- X1 (Independent Variable): Sales Promotion, which refers to marketing activities aimed at stimulating consumer purchasing decisions through short-term incentives.
- X2 (Independent Variable): Service Quality, which reflects the company's ability to meet customer expectations through reliable and satisfactory services.
- Y (Dependent Variable): Customer Satisfaction, which indicates the level of consumer satisfaction after using Umrah and Hajj services provided by PT Karya Imtaq.

The relationship between variables is analyzed to determine the effect of sales promotion and service quality on customer satisfaction.

2.2 Population and Sample Population

Population

The target population in this study includes all consumers who have used Umrah and Hajj services from PT Karya Imtaq in Bandung. Since the exact number of consumers is unknown, the study focuses on the accessible population, namely consumers who directly come and interact with PT Karya Imtaq in Bandung.

Sample

The sampling technique used in this study is non-probability sampling, specifically accidental sampling, where respondents are selected based on their availability and willingness to participate. Due to the unknown population size, the sample size is determined using the Lemeshow formula as follows:

$$n = \frac{Z^2 \cdot p(1-p)}{d^2}$$

Where:

- n= number of samples
- Z= standard normal value (1.96 for 95% confidence level)
- p= maximum estimation (0.5)
- d= margin of error (0.10)

$$n = \frac{(1.96)^2 \cdot 0.5(1-0.5)}{(0.10)^2} = 96.04$$

The result is rounded up to 100 respondents. Therefore, this study involves 100 consumers of PT Karya Imtaq in Bandung as research respondents.

2.3. Data Collection Techniques

This study uses several data collection techniques to obtain accurate and reliable data, namely:

1. Questionnaire (Primary Data)
   The main instrument used in this research is a structured questionnaire distributed to respondents. The questionnaire is designed using a Likert scale (1–5), ranging from strongly disagree to strongly agree. It measures perceptions related to sales promotion, service quality, and customer satisfaction.
2. Documentation Study
   Documentation is used to support research data, including company profiles, service records, promotional materials, and other relevant documents related to PT Karya Imtaq.
3. Literature Study
   Literature review is conducted by examining books, journals, and previous research related to marketing, service quality, and customer satisfaction to strengthen the theoretical framework.

2.4. Data Analysis Technique

Data analysis in this study uses both descriptive and inferential statistical methods to provide a comprehensive understanding of the research variables and to test the proposed hypotheses. The analysis is carried out systematically, starting from descriptive analysis, instrument testing, classical assumption testing, to hypothesis testing.Descriptive statistical analysis is used to describe and summarize the characteristics of the data collected from respondents. This analysis presents information such as mean, frequency, percentage, and standard deviation to provide an overview of sales promotion, service quality, and customer satisfaction among consumers of PT Karya Imtaq in Bandung. Through this analysis, researchers can understand the general trends and patterns of respondents' answers. The validity test is conducted to determine whether each statement item in the questionnaire accurately measures the intended variable. This study uses the Pearson Product Moment correlation technique by comparing the correlation value (r count) with the critical value (r table). If the value of r count is greater than r table, the item is considered valid. This ensures that the instrument used is appropriate for measuring the research variables.

The reliability test is used to measure the consistency and stability of the questionnaire. This study applies Cronbach's Alpha method, where a value of 0.70 or higher indicates that the instrument is reliable. A reliable instrument means that the measurement results are consistent and can be trusted for further analysis. The classical assumption test is conducted before performing regression analysis to ensure that the data meets the required assumptions. This includes the normality test to check whether the data is normally distributed, the multicollinearity test to ensure there is no high correlation among independent variables, and the heteroscedasticity test to verify

that the variance of residuals is constant. Meeting these assumptions is important to ensure the accuracy of the regression results.

The hypothesis testing model in this study uses multiple linear regression analysis, which aims to examine the effect of sales promotion and service quality on customer satisfaction. This model allows the researcher to analyze both partial and simultaneous relationships between independent variables (X1 and X2) and the dependent variable (Y).

Hypothesis testing is conducted using the t-test and F-test. The t-test is used to determine the partial effect of each independent variable on the dependent variable, while the F-test is used to examine the simultaneous effect of all independent variables on the dependent variable. In addition, the coefficient of determination (R^2) is used to measure how much variation in customer satisfaction can be explained by sales promotion and service quality. A significance level of 0.05 is used as the basis for decision-making in this study.

3. Result and Discussion

Sales Promotion

Promotion is an activity that serves as a communication tool that can be carried out by an individual or company, with the aim of introducing goods and services while influencing the general public to use these products (Brahim Eli Nur. Muh, 2021). According to Hartono (2020), promotion is a method used by individuals or organizations to introduce products or services that can be sold to consumers. According to Ely (2021), the objective of promotion is to provide information about a service to potential consumers as widely as possible and to shape the image of the product so that it meets consumer expectations and fulfills their needs. According to Cindy Dewi Renjani (2020), there are two dimensions and several indicators used in sales promotion, as follows :

1. Rebates/Price Discounts

   Defined as a price reduction when consumers purchase a product and also a discount that measures the size of the discount applicable to a particular product.

   a) Offering discounts to consumers, meaning that consumers get the same products at lower prices when shopping at that place.
   b) More economical prices than competitors, meaning that the prices offered by that place are more affordable than other similar competitors.
   c) Interesting discounts, the discounts offered can attract consumers so that they are well received by consumers.

2. Price Packages/cents-off-deals

   Are a sales promotion method in which consumers are offered a reduction in the normal price of a product. Usually, this price reduction is different from before, with the reduced price being more prominent on the packaging.

   a) Interesting pricing packages, meaning that the pricing packages offered by stores can spark consumers' interest in purchasing them.
   b) Effective and efficient pricing packages, meaning that the pricing packages offered are successfully implemented effectively and efficiently to consumers, thereby encouraging them to make a purchase.
   c) Pricing packages that delight consumers, meaning that the pricing packages offered to consumers create a sense of satisfaction for them because the prices offered are considered more economical for consumers, allowing them to spend less than before.

Service Quality

Service quality is a form of adaptation to several characteristics where service quality is considered the peak in fulfilling the needs of consumers who use these products or services (Waluyo & Crosby Lethimen, 2020). Service quality is also a form of consumer observation of the level of service provided and the level of service that will be received (Azwar, 2023). According to Pertiwi Dewi (2021), service quality aims to be an intermediary to strengthen the emotional connection between sellers and buyers with the hope that consumer needs and wants are fulfilled, which can also assess the quality of the company. In addition, service quality also determines an attractive and positive

shopping experience so that consumers have their own impressions of the place. According to Ratih (2020), there are several dimensions and indicators used in service quality, as follows :

1. Tangible
   The existence of service quality in the form of tangible facilities in the office, computerized administration, waiting rooms, and information centers.
   a) Use of tools in service delivery.
   b) Appearance when serving customers.
   c) Accessibility for customers in requesting services.
2. Reliability
   The existence of the ability and reliability to provide a service that gives the best impression.
   a) Accuracy in serving customers.
   b) Obvious service standards.
   c) The company's ability to use tools in the service process.
3. Responsiveness
   The ability to assist and provide good and appropriate service, as well as being responsive to consumer wants.
   a) Responding well to customers who want to receive service.
   b) The company provides service quickly, accurately, and carefully.
   c) The company provides service at the right time.
   d) All customer complaints are responded to by the company.
4. Assurance
   The assurance of employee competence, friendliness, and politeness to convince consumers and build consumer trust.
   a) The company guarantees timely customer service.
   b) The company guarantees costs that are suitable for the service.
5. Empathy
   A firm attitude and attention given by an employee to consumers.
   a) Business operators serve customers politely and courteously.
   b) Respect every customer.
   c) Put the interests of customers first.

Customer Satisfaction

According to Kusuma & Budiarti (2021), customer satisfaction is a feeling of satisfaction, always buying products, recommending them to others, and satisfying consumer expectations of goods after purchasing products. Customer satisfaction is a person's level of perception obtained from comparing the perceived product with their expectations. Customer satisfaction is defined as a measure of the extent to which customers are very happy with the products or services they receive (Fatihudin & Firmansyah, 2020). According to Indrasari (2019:87), there are factors that companies must consider when measuring customer satisfaction, as a product quality, If consumers have used a product and feel that it is of good quality, they will be satisfied with the product they have purchased. Service quality, if consumers receive good service and feel that they have had a positive experience as consumers, then they will be satisfied with the quality of service they have received. Emotionally, consumers who are satisfied with the product will feel happy and proud if other people buy the product too. Price, including an affordable price for products of good quality will provide a high value for consumers. According to Najjah (2023), there are several dimensions and indicators used to measure consumer satisfaction variables, as follows :

1. Expectations

When a transaction is made, customers expect that the goods or services they receive will meet their expectations and desires.

a) Product quality, good product quality will fulfill consumer expectations and influence consumer satisfaction.

b) Service quality, consumers will repurchase products from a company if the company's service staff also provide good, friendly, and comfortable service to consumers.

c) Product price, if the product quality is good and the price is in line with the product quality, consumers will feel satisfied.

2. Performance

Performance here refers to the consumer's shopping experience with goods or services when obtained without being influenced by their expectations. When the actual performance of goods or services meets expectations, consumers will feel satisfied.

a) Easy access to products, ordering products online in an easy manner and without additional costs can also increase customer satisfaction.

b) How to advertise products, how to advertise products must also be considered in maintaining customer satisfaction. The products produced must also be in line with the actual conditions.

3. Comparison

Comparison is done by comparing goods or services before purchasing with the actual performance expectations of those goods or services. Consumers will feel satisfied when the pre-purchase experience meets or exceeds their expectations.

4. Experience

Consumer expectations are influenced by their experiences with purchasing goods or services that differ from those of others.

5. Confirmation and Disconfirmation

Confirmation occurs when expectations match the reality of the product. Conversely, disconfirmation occurs when expectations exceed or fall short of the actual performance of the product.

Sales promotion is an important aspect in satisfying consumer satisfaction. According to Assauri in Rachmawati (2023), promotion is one aspect of a company to influence and attract potential consumers by utilizing a marketing mix and promotional policies, so that its success or effectiveness is highly dependent on marketing policies. According to Irawan in Kusuma & Budiarti (2021), customer satisfaction is a feeling of satisfaction, always buying products, recommending them to others, and satisfying consumer expectations of goods after purchasing products. Customer satisfaction is the level of perception a person obtains from comparing the perceived product with their expectations. Based on this description, it can be concluded that if sales promotion is an effort by a company to encourage potential consumers to buy the products offered, the perception created by the company towards potential consumers will certainly raise expectations for potential consumers. Fulfilled consumer expectations will create satisfaction for consumers (Najjah, 2023). This is reinforced by research conducted by Iswati and Rustam (2022), which states that there is a partial influence between Sales Promotion and Consumer Satisfaction.

This study used a sample of 100 respondents, by distributing questionnaires to obtain supporting data for the research. With a percentage of 58%, or 58 persons, male respondents make up the majority of the sample. Respondents who are 46-60 years of age have the most common response (34%), accounting for 34 respondent overall. The majority of respondents, or 52 respondent, choose others like teacher, civil employee, etc as their most recent type of work beside that student and entrepreneur, accounting for 52% of the total respondents. The validation test calculation for the sales promotion variable has a total average of 3.66, which falls within the score range where respondents tend to agree (S). The highest average score is 3.69, which means that respondents tend to strongly agree with statement X1.4, namely “The available price packages provide more value than buying individually.” Meanwhile, the lowest score is found in statement X1.2 “The discounts offered make me more interested in buying PT. Karya Imtaq's service products” with a score of 3.62.

The cumulative average for the service quality variable is 3.77, placing this result in the score range where the majority of respondents agree (S). Statement X2.11, “I feel safe and confident with the service provided,” received the highest score of 3.85. Statement X2.9, which states “The service time provided is quite fast,” had the lowest average score of 3.68. In addition, the consumer satisfaction variable has a total average of 3.74, which falls within the score range where respondents tend to agree (S). The highest average was found in statement Y.3, “I am satisfied with the quality

of the products/services provided," with a score of 3.79. The lowest average was found in statement Y.4, "The products/services provided exceeded my expectations," with a score of 3.60.The research table with df 98 has a value of 0.196 because there are a total of 100 respondents (N = 100) in the processed research data. If the p-value is smaller than the significance level (0.05) or the r-value is greater than the table r-value (0.196), the data results are considered valid (Sugiyono, 2021). There are 6 statement items in the validity test findings, which correspond to the number of sales promotion variable indicators with a calculated r > table r (0.196). These findings support the validity of the sales promotion variable used in this study.

The results of data collection from respondents through distributed questionnaires were used to determine the validity test of service quality variables. The validity test of data collection from 100 respondents used 15 statement items. The number of service quality variable indicators with a calculated r > table r (0.196) is shown by this figure. The validity of the service quality factors in this study can be concluded to be valid based on these findings to find out how consistent a measurement result is when repeated, a reliability test is carried out. According to Pianda (2020), a variable's measurement is considered reliable if its Gronbach α value is less than or equal to 0.60. Additionally, each variable's Cronbach alpha value is greater than 0.6, meaning that all of the variables are dependable and that the indicators consistently measure the corresponding latent variables.

Table 1. Sales Promotion Reliability Test Result

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.974	.974	6

Source : Data processed by researchers 2025

Table 2. Service Quality Reliability Test Result

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.987	.987	15

Source : Data processed by researchers 2025

Table 3. Customer Satisfaction Reliability Test Result

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.975	.975	6

Source : Data processed by researchers 2025

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.76599748
Most Extreme Differences	Absolute		.127
	Positive		.103
	Negative		-.127
Test Statistic			.127
Asymp. Sig. (2-tailed)			.000[c]
Monte Carlo Sig. (2-tailed)	Sig.		.060[d]
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.121

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 100 sampled tables with starting seed 926214481.

Source : Data processed by researchers 2025

The Monte carlo test has a probability value of 0.060, which is greater than alpha (0.05). It can be concluded that the residual (residue) spreads normally, or that the assumption of normality is fulfilled. The Kolmogorov-Smirnov test has three approaches: the first uses Asymptotic only; the second uses Monte Carlo. The F-statistic value is one of several indicators that show multicollinearity, although the t-statistics for each variable do not show significance. Additionally, examining the independent variable's Variance Inflation Factor (VIF) is another method for determining the multicollinearity issue. Multicollinearity exists when the VIF value is more than 10. The values of each independent variable's VIF are shown below.

Table 5. Multicollinearity Coefficients Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TOTAL.X1	.352	2.841
	TOTAL.X2	.352	2.841

Source : Data processed by researchers 2025

Table 5 shows that each independent variable has the following characteristics, Sales Promotion (X1) VIF~: 2.841 < 10; Tolerance: 0,352 > 0,1 and Service Quality (X2) VIF~: 2.841 < 10; Tolerance: 0,352 > 0,1. The VIF value of the independent variable is less than 10, which means that there is no multicollinearity in the data for additional research. The purpose of the heteroscedasticity test is to determine whether the residuals of different observations in regression models exhibit unequal variance.

Table 6. Heteroacedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.053	.458		4.488	.000
	TOTAL.X1	.050	.031	.267	1.627	.107
	TOTAL.X2	-.035	.013	-.450	-2.743	.007

a. Dependent Variable: ABSRES

Source : Data processed by researchers 2025

Table 6 shows that the independent variable's significance values (0.107 and 0.007) > 0.05, respectively, indicating that the independent variable has no statistically significant effect on the dependent variable. So, it may be said that there isn't a heteroscedasticity issue.

Table 7. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.932	.639		-1.459	.148
	TOTAL.X1	.265	.043	.264	6.171	.000
	TOTAL.X2	.310	.018	.743	17.398	.000

a. Dependent Variable: TOTAL.Y

Source : Data processed by researchers 2025

Regression coefficient interpretation is possible based on the multiple linear regression test findings presented above. The sales promotion variable's regression coefficient is 0.265, which indicates the magnitude of the variable's influence on customer satisfaction. Increasing the sales promotion variable by 1 unit will increase customer satisfaction by 0.265 units. Similarly, the service quality variable's regression coefficient is 0.310, which indicates the magnitude of the variable's influence on customer satisfaction. Increasing the service quality variable by 1 unit will increase customer satisfaction by 0.310 units.

Table 8. Coefficient of Correlation

Correlations

		TOTAL.X1	TOTAL.X2	TOTAL.Y
TOTAL.X1	Pearson Correlation	1	.805**	.862**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
TOTAL.X2	Pearson Correlation	.805**	1	.956**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL.Y	Pearson Correlation	.862**	.956**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source : Data processed by researchers 2025

Based on the table of correlation coefficient test results above, it can be seen that the correlation value obtained from the Sales Promotion variable to the Consumer Satisfaction variable is 0.862. The correlation number is positive, which means that the relationship between the two is direct. The higher the Sales Promotion value, the better the Consumer Satisfaction will be. The correlation value obtained from the Service Quality variable to the Consumer Satisfaction variable is 0.956. The correlation figure is positive, which means that the relationship between the two is direct. The higher the Service Quality value, the better the Consumer Satisfaction will be.

Table 9. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968[a]	.938	.936	1.784

a. Predictors: (Constant), TOTAL.X2, TOTAL.X1

Source : Data processed by researchers 2025

Based on the table of determination coefficient test results above, it can be seen that the Adjusted R Square value is 0.936 or 94%. This value indicates that 94% of the level of consumer satisfaction can be explained by the variables of sales promotion and service quality. Meanwhile, the remaining 6% can be explained by other contributing factors. This finding indicates that the regression model used in this study has a very strong explanatory ability in predicting consumer satisfaction. The high contribution of sales promotion and service quality suggests that these two variables play an important role in shaping consumers' perceptions and experiences. Therefore, improvements in promotional strategies and service quality can become key considerations for organizations in increasing consumer satisfaction.

Table 10. T-Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.932	.639		-1.459	.148
	TOTAL.X1	.265	.043	.264	6.171	.000
	TOTAL.X2	.310	.018	.743	17.398	.000

a. Dependent Variable: TOTAL.Y

Source : Data processed by researchers 2025

Based on the table of individual parameter significance test results above, it can be seen that the Sales Promotion variable has a t-value of 6.171 > 1.661 (t-table) and a significance value of 0 < 0.05, so it can be concluded that H1 is accepted and H0 is rejected, which means that the Sales Promotion variable has a significant effect on Customer Satisfaction. Service Quality variable has a t-value of 17.398 > 1.661 (t-table) and a significance value of 0.000 < 0.05, so it can be concluded that H2 is accepted and H0 is rejected, which means that the Service Quality variable has a significant effect on Customer Satisfaction.

Table 11. F-Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4644.084	2	2322.042	729.502	.000[b]
	Residual	308.756	97	3.183		
	Total	4952.840	99			

a. Dependent Variable: TOTAL.Y

b. Predictors: (Constant), TOTAL.X2, TOTAL.X1

Source : Data processed by researchers 2025

Based on the table of statistical significance test results above, it can be seen that the F value is 729.502 with a significance value of 0.00, which is less than 0.05. Therefore, it can be concluded that H3 is accepted and H0 is rejected, which means that Sales Promotion and Service Quality simultaneously affect Customer Satisfaction.

Sales Promotion Relation with Customer Satisfaction

The Sales Promotion variable (X1) has 6 statements and the Consumer Satisfaction variable (Y) has 6 statements, involving a sample of 100 respondents. In testing the normality of the Sales Promotion variable (X1) against Consumer Satisfaction (Y) using the Kolmogorov-Smirnov test, an asymp. Sig. value of 0.060 > 0.05 was obtained, which means that the data is normally distributed. In the multiple linear regression test, the regression equation Y = (-932) + 0.265 X1 + 0.310 X2 was obtained, which can be explained by the Sales Promotion (X1) regression coefficient of 0.265. In the partial test (T-test), the results of testing the hypothesis of Sales Promotion (X1) on Consumer Satisfaction (Y) obtained a t-value of 6.171, which is greater than the t-table value of 1.661 and a significance value of 0.000 < 0.05, which can be concluded that H1 is accepted and H0 is rejected. The measure of the magnitude of the effect of Sales Promotion (X1) on Consumer Satisfaction (Y) can be seen from the following regression equation: -932 + 0.265 X1. With this explanation, it can be concluded that Sales Promotions have a significant effect on Consumer Satisfaction.

Service Quality Relation with Customer Satisfaction

The Service Quality variable (X2) has 15 statements and the Consumer Satisfaction variable (Y) has 6 statements, involving a sample of 100 respondents. In testing the normality of the Service Quality variable (X2) on Consumer Satisfaction (Y) using the Kolmogorov-Smirnov test, an asymp. Sig. value of 0.060 > 0.05 was obtained, which means that the data is normally distributed.

In the multiple linear regression test, the regression equation Y = (-932) + 0.265 X1 + 0.310 X2 was obtained, which can be explained by the Service Quality (X2) regression coefficient of 0.310. In the partial test (T-test), the results of testing the hypothesis of Service Quality (X2) on Consumer Satisfaction (Y) obtained a t-value of 17.398, which is greater than the t-table value of 1.661 and a significance value of 0.000 < 0.05, which can be concluded that H2 is accepted and H0 is rejected. The measure of the magnitude of the effect of Service Quality (X2) on Customer Satisfaction (Y) can be seen from the following regression equation: -932 + 0.310 X2. With this explanation, it can be concluded that Service Quality has a significant effect on Customer Satisfaction.

Sales Promotion and Service Quality Relation with Customer Satisfaction

The Sales Promotion (X1) and Service Quality (X2) variables each have 6 and 15 statements, respectively, and the Consumer Satisfaction (Y) variable has 6 statements, involving a sample of 100 respondents. In testing the normality of the Sales Promotion (X1) and Service Quality (X2) variables on Customer Satisfaction (Y) using the Kolmogorov-Smirnov test, the asymp. Sig. values obtained were 0.060 > 0.05, which means that the data is normally distributed. In the multiple linear regression test, the regression equation Y = (-932) + 0.265 X1 + 0.310 X2 was obtained, which can be explained by the regression coefficients of Sales Promotion (X1) and Service Quality (X2) being 0.265 and 0.310, respectively. In the partial test (T-test), the results of testing the hypothesis of Sales Promotion (X1) and Service Quality (X2) on Customer Satisfaction (Y) obtained t-count values of 6.171 and 17.398, respectively, which are greater than the t-table value of 1.661 and the significance value of 0.000 < 0.05, which can be concluded that H3 is accepted and H0 is rejected. The measure of the magnitude of the effect of Sales Promotion (X1) and Service Quality (X2) on Customer Satisfaction (Y) can be seen from the respective regression equations as follows: -932 + 0.265 X1 and -932 + 0.310 X2. Based on this explanation, it can be concluded that Sales Promotion and Service Quality have a significant effect on Customer Satisfaction.

4. Conclusion

Based on the results of research and data analysis that has been conducted and discussed regarding the influence of Sales Promotion and Service Quality on Customer Satisfaction, the following conclusions can be drawn:

1. Respondents' responses regarding Sales Promotion, Service Quality, and Customer Satisfaction can be categorized as good.
2. Partial sales promotions have a positive and significant effect on consumer satisfaction. This means that consumer satisfaction will increase due to the impact of increased sales promotions.
3. Service quality partially has a positive and significant effect on customer satisfaction. This means that customer satisfaction will increase due to the impact of improved service quality.
4. Sales Promotion and Service Quality together have a positive and significant impact on Customer Satisfaction. This means that Customer Satisfaction will increase due to the impact of improvements in Sales Promotion and Service Quality.

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