PRODUCT QUALITY, PROMOTION, CUSTOMER SATISFACTION, SNACK OF SIOSAR

MISKA IRANI BR TARIGAN
Email: iranitarigan@gmail.com

ABSTRACT

Siosar is one of shelter for Sinabung’s Eruption. Since 2013 they have lost their job and no income. As an alternative they have to learn by Government and others participants. One of them, they have to learn to produce snack which the raw material from local’s source. In this research uses product quality (X₁) and promotion (X₂) as the independent variables, Customer satisfaction (Y) as the dependent variable. This research was using a Multiple Regression Analysis as the method of analysis. The sample was used in this research are 60 respondents which took at random sampling from Siosar’s outlet customers, whom tasted the snack with many kinds of flavor.

Key words: Product Quality, Promotion, Customer Satisfaction, Snack of Siosar