



The 1ST UNICEB 2017

Garuda Plaza Hotel Medan, December 12th 2017



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 a alternative they have to learned by Government and others participant. One of them, they have to learned to produce snack which the raw material from local's source. In this research uses a product quality (x_1) and promotion (X_2) as the independent variables, Customer satisfaction (Y) as a 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 customer's, whom tasted the snack with many kinds of flavor.

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

THE
Character Building
UNIVERSITY