

ABSTRAK

Ristina Sinabutar. NIM 7183143019. Pengaruh Promosi Penjualan dan *E-Service Quality* Terhadap Kepuasan Konsumen Menggunakan Aplikasi *E-Wallet* OVO (Studi Kasus Mahasiswa Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan Stambuk 2019).

Tujuan penelitian ini untuk mengetahui pengaruh promosi penjualan dan *e-service quality* terhadap kepuasan konsumen menggunakan aplikasi *e-wallet* OVO pada mahasiswa Pendidikan Bisnis stambuk 2019. Penelitian ini dilakukan di Fakultas Ekonomi Universitas Negeri Medan tepatnya Program Studi Pendidikan Bisnis.

Populasi dalam penelitian ini adalah semua mahasiswa Pendidikan Bisnis Stambuk 2019 yang berjumlah 52 mahasiswa. Teknik pengambilan sampel dilakukan dengan teknik *total sampling* sehingga diperoleh jumlah sampel sebanyak 52 mahasiswa.

Hasil penelitian ini menunjukkan bahwa: 1) Terdapat pengaruh positif dan signifikan antara Promosi Penjualan terhadap Kepuasan Konsumen, 2) Terdapat pengaruh positif dan signifikan antara *E-Service Quality* terhadap Kepuasan Konsumen 3) Terdapat pengaruh positif dan signifikan Promosi Penjualan dan *E-Service Quality* terhadap Kepuasan Konsumen.

Kata Kunci : Promosi Penjualan, *E-Service Quality*, Kepuasan Konsumen

ABSTRACT

Ristina Sinabutar. NIM 7183143019. The Effect of Sales Promotion and E-Service Quality on Consumer Satisfaction Using the OVO E-Wallet Application (Case Study of Business Education Students, Faculty of Economics, State University of Medan Stambuk 2019).

The purpose of this study was to determine the effect of sales promotion and e-service quality on consumer satisfaction using the OVO e-wallet application on Stambuk Business Education students 2019. This research was conducted at the Faculty of Economics, State University of Medan, to be precise, the Business Education Study Program.

The population in this study were all students of the 2019 Stambuk Business Education, totaling 52 students. The sampling technique was carried out by total sampling technique in order to obtain a total sample of 52 students.

The results of this study indicate that: 1) There is a positive and significant effect between Sales Promotion on Consumer Satisfaction, 2) There is a positive and significant influence between E-Service Quality on Consumer Satisfaction 3) There is a positive and significant influence on Sales Promotion and E-Service Quality on Consumer Satisfaction.

Keywords: Sales Promotion, E-Service Quality, Customer Satisfaction