

***The Influence Of Product Quality, Service Quality And Online Promotion On
Customer Satisfaction Of Mixue Products***

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Abstract

This study aims to analyze the influence of product quality, service quality, and online promotion on customer satisfaction of Mixue products. In the era of globalization, competition in the food and beverage industry has become increasingly fierce, including for companies offering bubble tea drinks like Mixue. Data were collected through questionnaires distributed to 317 Mixue customers in various major cities in Indonesia. The analysis methods used include descriptive and inferential analysis to test the research hypotheses. The results show that product quality and service quality have a significant positive effect on customer satisfaction, indicating that high-quality products and good service can substantially increase customer satisfaction. Meanwhile, online promotion also has a positive but not significant effect on customer satisfaction. These findings provide important insights for Mixue's management in formulating more effective marketing strategies to enhance customer satisfaction and loyalty in the future.

Keywords: Product Quality, Service Quality, Online Promotion, Customer Satisfaction, Mixue, Marketing Strategy

Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Online Promotion Terhadap Kepuasan Pelanggan Produk Mixue

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kualitas pelayanan, dan promosi online terhadap kepuasan pelanggan produk Mixue. Dalam era globalisasi, persaingan dalam industri food and beverage semakin ketat, termasuk bagi perusahaan yang menawarkan minuman bubble tea seperti Mixue. Data dikumpulkan melalui kuesioner yang disebarakan kepada 317 pelanggan Mixue di berbagai kota besar di Indonesia. Metode analisis yang digunakan meliputi analisis deskriptif dan inferensial untuk menguji hipotesis penelitian. Hasil penelitian menunjukkan bahwa kualitas produk dan kualitas pelayanan memiliki pengaruh positif yang signifikan terhadap kepuasan pelanggan, yang berarti bahwa produk berkualitas tinggi dan pelayanan yang baik dapat meningkatkan kepuasan pelanggan secara substansial. Sementara itu, promosi online juga memiliki pengaruh positif, namun tidak signifikan terhadap kepuasan pelanggan. Temuan ini memberikan wawasan penting bagi manajemen Mixue dalam menyusun strategi pemasaran yang lebih efektif untuk meningkatkan kepuasan dan loyalitas pelanggan di masa mendatang.

Kata kunci: Kualitas Produk, Kualitas Pelayanan, Promosi Online, Kepuasan Pelanggan, Mixue, Strategi Pemasaran