

Abstract

This research is motivated by problems related to Sales Promotion on Customer Satisfaction to consumers who buy products online, especially during this Covid 19 pandemic. The problem is based on the results of the pre-survey which shows that the majority of respondents have poor service from the online service process who say they are not satisfied with Mayora even though they have carried out several promo programs, where Mayora is included in the FMCG (Fast Moving Consumer Goods) Top Five Best Managed Companies in Indonesia” from Asia Money

The independent variable used is Sales Promotion with the dimensions of coupons, discounts, price packages or bundling. While the dependent variable is Customer Satisfaction with dimensions of product quality, service quality, emotional and price.

The method used in this study is a quantitative method with a descriptive type of research using a Likert measurement scale. The population of this research is consumers who buy mayora products online with a sample of 100 respondents. The data analysis method used in this research is simple regression. Data processing is done using SPSS

The results of the Sales Promotion hypothesis on Customer Satisfaction have a positive and significant effect, the results of hypothesis testing using the t test in the coefficient table using SPSS, Sales Promotion on Customer Satisfaction have a significant effect.

Keywords: sales promotion, Customer satisfaction, fmcg, covid-19, mayora