The Effect of Price, Promotion and Service Quality on Customer Satisfaction at PT. Triguna Karya Nusantara

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Abstract

This study aims to determine the effect of Price, Promotion and Service Quality on Customer Satisfaction. Where independent variables consist of Price, Promotion Quality of Service and Customer Satisfaction as its dependent variables, this research was conducted at PT. Triguna Karya Nusantara in the city of Bekasi. The data collection method in this study was a questionnaire filled out by respondents, namely PT. Triguna Karya Nusantara has bought a forklift at least twice. The sampling of 100 respondents in this study used the Purposive Sampling method. The free variable in this study consists of Price, Promotion and Service Quality, while the dependent variable is Customer Satisfaction. The analysis used in this study includes index number analysis, validity test, reliability test, classical assumption test, multiple linear regression analysis and hypothesis testing, which provides for a t-test, F test, and coefficient of Determination (R2). The study's multiple linear regression results show that the price variable has no positive and significant influence on pt. Triguna Karya Nusantara. Second, promotion variables have a positive and significant effect on customer satisfaction of PT. Triguna Karya Nusantara. Third, the variable quality of service has a positive and significant impact on the joy of PT. Triguna Karya Nusantara. The analysis results using the F test can be known price, Promotion and service quality to customer satisfaction.

I. Introduction

In the Era of Globalization, the progress and changes that occur in the modern business world are characterized by the mindset of a developing society, technological advances, and lifestyles that cannot be separated from the influence of globalization (Marpaung and Mekaniwati, 2020). These advances and changes indirectly require people to be able to keep up with them in their daily lives. The influence of the times is that many emerging goods and services offer various advantages and uniqueness of each of these products and services. This gives consumers many choices in using the products of goods and services provided by producers. But for producers, this is a threat because the more products and services offered, the more intense the competition that occurs in the business world. This increasingly fierce competition requires business people to maximize their companies' performance to compete in the market. To overcome this, companies must have a strong marketing strategy in marketing their goods and services to survive in business competition.

Price is one of the benchmark indicators for consumers in choosing goods or services. The suitability of the price offered and the company with the product for the services provided will create consumer satisfaction. If there are several products or

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services with the same quality but at different prices, consumers will choose goods or services at a more affordable price. Pricing is influenced by various factors, both internal and external factors. Internal factors include the company's marketing objectives, marketing mix strategy, costs, and pricing methods. External factors include the nature of the market and demand, competition, and other elements of the environment (Machfoedz, 2015).

Consumer desires must also be paid attention to by the company. Consumers who pay more expensive will have a stronger desire for companies must pay attention to the quality of services provided to maintain consumer satisfaction. Research conducted by Panjaitan and Suryoko (2016); Ghozali and Supriyatin (2014); Wahyuno (2013), shows that service quality influences customer satisfaction. The company's Promotion aims to persuade consumers to make purchases for products that are marketed. The primary purpose of advertising is to provide information, attract the attention of consumers and further influence the acquisition. A creative and fresh promotional strategy can attract consumers to see the goods or services offered and then make a purchase. Companies that can do promotions well will also increase company sales.

Promotion can be done through print or electronic media. Each promotional press has its advantages and disadvantages, such as print media has the advantage of being able to be seen repeatedly and has no time limit, but disadvantages of limitations on the loaded content. As for electronic media, it has the advantage of displaying animations and containing more content so that the Promotion looks more attractive. However, it has the disadvantage of having a viewing time limit. The advertisements will satisfy customers because the upgrades carried out follow customer expectations. This research follows (Faradina and Satrio, 2016: Rendy et al., 2015).

Based on the above findings, researchers are interested in researching "The Effect of Price, Promotion and Service Quality on Customer Satisfaction at PT. Triguna Karya Nusantara". The quality of service can be said to be satisfactory if the services the company provides match or exceed consumers' expectations. Previous research was conducted by Made and Nyoman (2013), Handrianto (2016), Satria and Achmad (2014). Based on the background description above, the author is encouraged to re-test to find out what factors affect customer satisfaction by developing previous research and knowing how to promote goods/services at affordable prices and produce customer satisfaction. In this study, the author wants to conduct research with the title "The Effect of Price, Promotion and Service Quality on Customer Satisfaction at PT. Triguna Karya Nusantara.

II. Review of Literature

2.1 Price

Price is the value exchanged to obtain a price (Marpaung and Mekaniwati, 2020). Prices can also be used as a medium of exchange for a service or good and to measure the quality of a good or service. The more expensive the price offered, the better the quality of the goods or services provided by the product (Juniantara and Sukawati, 2018). Determining the price of a good or service depends on the company's policy by paying attention to several things such as the quality of the goods sold, the purchasing power of the community and the target market targeted by the company—prices many values that are exchanged for obtaining a product (Simamora, 2018). Price is the amount of money (possibly plus some goods) needed to acquire some combination of a product and accompanying services (Stanton, 2017). Kotler and Keller (2016) suggest that four

indicators characterize prices: a. Affordability: In setting the manufacturer's selling price, consider consumers' purchasing ability. Producers offer affordability to reach all consumers, including consumers with low purchasing power. b. Conformity of price with product quality, Aspects of pricing is carried out by manufacturers that are adapted to the product quality that the consumer can obtain. For high-quality products, manufacturers will set high prices and vice versa. Pricing based on product quality provides an opportunity for consumers to choose which product they are going to buy. c. Price competitiveness is when the price offered by the manufacturer is different and competes with the price provided by other manufacturers on the identical product type. Price competitiveness is one of the essential considerations for consumers in deciding on a purchase. Consumers can become disloyal to a company because competing companies offer lower prices. d. The conformity of the price with the benefits Pricing carried out by manufacturers is adjusted to the benefits of the product obtained by the consumer. Producers will set a higher selling price for products with more significant benefits and vice versa. When consumers decide on a purchase, consumers will compare the benefits obtained with the price offered. If consumers feel that they are not suitable, consumers will usually switch to other products or companies.

2.2 Promotion

Promotion is a one-way flow of information or persuasion created to influence a person or organization to actions that make exchanges in marketing (Yanuar et al., 2017). Promotion is an activity that communicates the product's advantages and persuades the target customer to buy it (Keller, 2016). Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

Indicators Promotion Indicators Some dimensions are characteristic of promotion variables that are used as things that form promotion variables. According to Kotler and Keller (2016), promotional indicators include: 1. Promotional Messages Are a benchmark for how well the promotional message is carried out and conveyed to the market. 2. Promotional Media is the company's media to carry out promotions. 3. Promotional Time Is the length of Promotion carried out by the company. 4. Frequency of Promotion: The number of sales promotions carried out in a time through the medium of sales promotion.

2.3 Quality of Service

The growth of the business fuels ferocious competition. Many strategies are used to attract and keep clients (Rotinsulu and Lumintang, 2015). The company's plan to beat the competition is to provide high-quality services. Customers are drawn to a product or service because of the high level of service quality (Saragih, 2018). "The expected level of excellence and control over that level to meet client desires is the quality of service" (Kotler and Keller, 2017). Kotler (2016) identified five components of service quality, including: 1. Physical in the form of physical attributes, tools, and other effective communication tools. 2. Empathy (Empathy) The propensity of both employers and staff to show greater concern for their clients. Employees should attempt to see themselves as customers, for instance. If clients complain, a prompt resolution must be found in order to preserve a positive relationship by demonstrating a genuine concern. by the care taken by the staff when providing services and reacting to customer complaints. 3. Being responsive refers to an individual's or an organization's readiness to assist clients, offer services

promptly, and pay attention to and resolve client issues. They are using the employees' willingness to assist customers and offer services in a timely and accurate manner, as well as their readiness to treat each customer with kindness and their flexibility in working with customers. 4. Being dependable means being able to deliver services consistently, reliably, and accurately. The capacity of employees to deliver the finest service and the capacity of employees to handle needs are two examples in this context.

2.4 Customer Satisfaction

For companies engaged in services, consumer satisfaction is the primary orientation of the company (Rotinsulu and Lumintang, 2015). Consumers who are satisfied with the services provided by the service company will become loyal and make repurchases. "Satisfaction is the level of satisfaction of a person after comparing the perceived performance or results to his expectations" (Kotler and Keller, 2016). In this case, we need to know that a desire must be created or encouraged before fulfilling the motive. The source that drives the creation of a wish can be different from the person himself or being in his environment. satisfaction or feeling of pleasure and disappointment of a person that arises after comparing the performance (results) of the thought product against the expected performance (or outcomes) (Kotler and Keller, 2016). Indicators Measuring a variable requires dimensions and hands. Customer Satisfaction has two sizes: 1. Performance is the tangible result of a service provided by the company to consumers. In this study, the performance dimensions had the following indicators: a. Satisfaction with the company's ability to serve consumers appropriately. b. Satisfaction with the company's agility in serving consumers. 2. Hope Expectations are a customer's estimates or beliefs regarding what he will receive. The Expectation Dimension has the following indicators: a. Satisfaction with fulfilling passenger expectations. b. Satisfaction with the company's ability to serve passengers compared to competitors.

2.5 Relationships Between Variables
a. The Relationship between Price and Customer Satisfaction

Customer satisfaction is also influenced by price. Price has a positive influence on consumer satisfaction (Yanuar, 2017). Consumers often use price as an indicator of value if the price is associated with the perceived benefits of a good or service (Papyayanti, 2017). Value is a comparison between perceived usefulness and prices. Suppose the company sets the price. Triguna Karya Nusantara is not following the product's benefits, so the level of consumer satisfaction can decrease, and vice versa, if PT sets the price. Triguna Karya Nusantara. Triguna Karya Nusantara, following the benefits received, will increase customer satisfaction. Thus, if the perceived benefits increase at a certain level, then their value will also increase. If the value felt by consumers is higher, it will create consumer satisfaction. This is relevant to the results of Sarasadissa (2015) research that price does not have a positive and significant influence on customer satisfaction.
H1: Price has a positive effect on customer satisfaction

b. The Relationship between Promotion and Customer Satisfaction

Promotion is also one of the factors affecting consumer satisfaction. Promotion positively influences consumer satisfaction (Papyayanti, 2017). If the advertisement given by a company is attractive, it will cause consumer satisfaction. Vice versa, if PT provides the ad. Triguna Karya Nusantara is wrong, and not following what consumers expect will cause dissatisfaction. Consumer satisfaction will be created if the Promotion follows

consumer expectations or exceeds user expectations. If the Promotion is not excellent and attractive, the rise will not positively impact the company. This is relevant to the results of research conducted by Wardhani (2014), Saradissa (2015), Yanti (2016) and Anwar and Edera (2017). It is known that Promotion has a positive and significant influence on customer satisfaction.

H2: Promotions have a positive effect on Customer Satisfaction.

c. The Relationship between Service Quality and Customer Satisfaction

Service quality also affects customer satisfaction (Cindy Papyayanti, 2017). The quality of service has a positive influence on customer satisfaction. If the quality of service provided by a company is good, it will cause customer satisfaction. Vice versa, if the quality of services offered by PT. Triguna Karya Nusantara is wrong and does not follow what consumers expect, and it will cause dissatisfaction with consumers. Customer satisfaction will be created if the quality of service provided follows consumer expectations or exceeds consumer expectations. If the service received is not following or is below the expectations of consumers, the service can be considered unqualified and disappointing. This is relevant to the results of research conducted by Wardhani (2014), Saradissa (2015), Yanti (2016) and Anwar and Edera (2017). It is known that service quality has a positive and significant influence on customer satisfaction.

H3: Service Quality positively affects Customer Satisfaction.

d. Relationship between Price, Promotion, Quality of Service with Customer Satisfaction

Price has an influence on consumer satisfaction, attractive and good promotions also have an influence on consumer satisfaction (Cindy Papyayanti, 2017). In addition, the quality of service also has an influence on customer satisfaction. These three factors have a strong influence on customer satisfaction. Thus, if the variables are connected, a higher impact will be obtained. If the price, promotion and quality of service can meet all consumer expectations then   Customer satisfaction will be achieved. This is relevant to the results of research conducted by Wardhani (2014), Saradissa (2015), Yanti (2016) and Anwar and Edera (2017) it is known that Price, Promotion and Service Quality have a positive and significant influence on Customer Satisfaction.

H3: Price, Promotion and Service Quality have a positive effect on Customer Satisfaction.

2.6 Research Model

A good research model will explain in a link between the variables to be studied, aiming to make it easier to gain an understanding of the research direction (Putri, 2017). So that from the relationship between variables based on the review above, this research model is presented in figure 1 as follows:
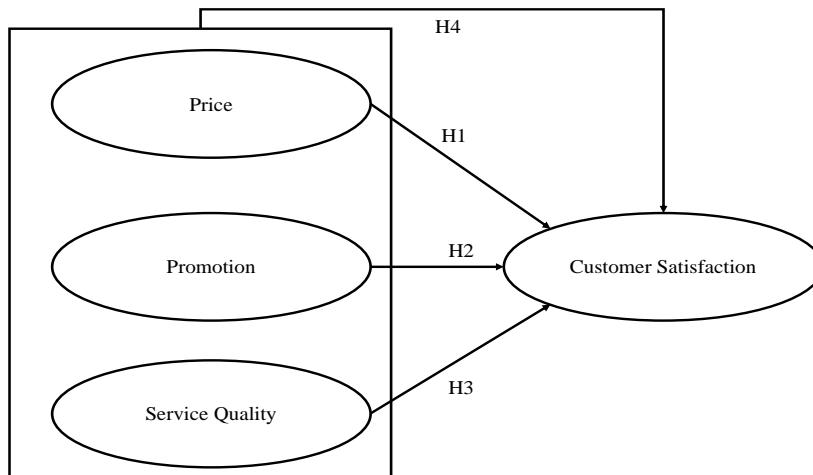
Source: Researcher, 2021

III. Research Method

3.1 Research design

In this study, the research design is causal research, with its usefulness in analyzing the relationship between a variable and another variable or how a variable overcomes another variable (Saputra et al., 2016). Causal design, according to Sugiyono, (2015), causal relationships. This research wants to know the influence of price variables and product reviews on buying decisions. This research uses a quantitative approach. Quantitative research is a form of research made to obtain data in the form of numbers needed in surveys to obtain information about reality through factually existing symptoms to find out symptoms. The questionnaire survey method became a tool to obtain quantitative data in this study.

3.2 Data Types and Sources

The types and sources of data used in this study are (Sugiyono, 2017) 1. Primary data, i.e., data obtained directly from the data source is observed and recorded for the first time". The primary data in this study was obtained directly from the results of disseminating a list of questions to PT. Triguna Karya Nusantara. 2. Secondary data is data that is not attempted by the researcher himself to collect". In this study, secondary data were obtained from PT. Triguna Karya Nusantara and various reading sources, including books, journals, newspapers and other information media. *Data Collection Methods Questionnaire* is a data collection technique that gives respondents a set of questions or written statements for their answers (Sugiyono, 2016). The Measurement Scale for all indicators on each variable uses the Likert scale (scale 1 to 5), starting from Strongly Disagree (STS) to Strongly Agree (SS). This measurement scale means that if the value is closer to 1, it means the more disagreeable it is (Saputra et al., 2016). On the contrary, the closer to the number 5 means, the more agreed. Visually, the shape of the measurement can be in the form of an image like the following:

3.3 Population Research

A population is a composite of all elements that take the form of events, things or people that have similar characteristics that are the centre of attention of a researcher because it is seen as a research universe (Ferdinand, 2016). The population used in this study was pt. Triguna Karya Nusantara, which is very large in number, was taken as samples for this study.

3.4 Research Samples

The sample is a subset of the population, consisting of several members (Rotinsulu and Lumintang, 2015). This subset is taken because, in many cases, we cannot examine the entire population members; therefore, we form a representation of the population called the sample (Ferdinand, 2016). If the population is large, and it is impossible for the researcher to examine everything in it, for example, due to limited funds, energy, and time, then the researcher can use samples from that population. The sample used in this study was Customer PT. Triguna Karya Nusantara. researchers sampled as many as 100 people. The amount was established to anticipate an unfilled questionnaire or a respondent's answer that did not match the questions posed in the research questionnaire. Research Variables A research variable is an attribute or trait of a person, object or activity with certain variations set by the researcher to be studied and drawn conclusions (Sugiyono, 2017). Research variables are divided into two types, namely free variables (independent) and bound variables (dependent) which are described as follows: Dependent variables (dependent variables) or bound variables are variables that are the centre of attention of the researcher because these variables are affected or that are the result of the existence of independent variables or free variables. The dependent variable used in this study is customer satisfaction, denoted by Y. Independent variables or free variables affect dependent variables, both those whose influence is positive and whose influence is negative. The independent variables used in this study are price, denoted by X1; promotion, denoted by X2. Moreover, Quality of Service is denoted by X3.

3.5 Validity Test

Data Analysis Methods, the validity test is used to measure the validity or validity of a questionnaire (Marpaung and Mekaniwati, 2020). A questionnaire is said to be valid if the questions can reveal something that the questionnaire will measure. So, validity wants to measure whether the questions in the questionnaire we have made can measure what we want to measure.

3.6 Reliability Test

Reliability Test measures the reliability of these data Sugiyono (2017). The questionnaire is reliable if a person's answer to the statement is consistent or stable over time.

3.7 Classic Assumption Test
a. Normality Test

The Normality Test is performed to test whether in the regression model independent variables and dependent variables or both have a normal distribution or not (Ghozali, 2016). The statistical test results will decrease if the variables are not distributed normally. The data normality test can be carried out using One-Sample Kolmogorov Smirnov, provided that the data is normally distributed if the significant value is above 0.05. Meanwhile, if the results of One-Sample Kolmogorov Smirnov show a significant value below 0.05, the data is not distributed normally.

b. Multicollinearity Test

Multicollinearity testing aims to test whether a regression model found a correlation between independent variables (Ghozali, 2016). Multicollinearity testing is a test that aims to test whether the regression model there is a correlation between independent variables. The effect of this multicollinearity is to cause a high level of variables in the sample. This means that the standard error is large, as a result of which when the coefficient is tested, the t-count will be of a small value from the t-table.

c. Heteroskedasticity Test

This test was carried out to determine whether, in the regression model, there was an inequality of variance from the residual of one observation to another (Ghozali 2016). A good model should not occur heteroskedasticity. That is, the variance from the residual of one observation to the observation of another is different. The Glasser approach between the predicted value of the bound variable and its residual can determine the existence of heteroskedasticity. The Glasser test is carried out using a method: regression between independent variables and their residual values. If the significance value between the independent variable and the residual absolute is more than 0.05, then there is no heteroskedasticity problem. Multiple Linear Regression Analysis Multiple linear regression analysis is used to determine the extent to which the magnitude of the influence of the free variable (X) on the bound variable (Y). This method connects one dependent variable with many independent variables. In this study, the bound variables are Customer Decisions, while the free variables are Location, Promotion and Service Quality.

d. Coefficient of Determination

According to Kuncoro (2016), the value of the coefficient of determination is between zero and one. A small R^2 value means that the ability of independent variables to explain the variation of dependent variables is minimal. A value close to one means that independent variables provide almost all the information needed to determine the variation of dependent variables.

3.8 Hypothesis Test
a. Partial Test (T-test)

This test is used to test whether independent variables (product quality and service) partially or individually affect the dependent variables (Customer Loyalty) (Gofur, 2019). How to test it with the help of SPSS. The rules in decision making in the t-test area. If the probability > 0.05, Ho is accepted (variance is the same) b. If the probability the < 0.05, then Ho is rejected (variance is different). Simultaneous Test (F Test) This simultaneous test (F test) is used to test the influence of independent variables (product quality and Service Quality) jointly or simultaneously on dependent variables (Customer Loyalty) with significant levels used of $\alpha = 5\%$ and df (k:n- k-1). The rules of decision-making in the F test using SPSS area. If the probability > 0.05, then Ho is accepted. b. If the probability of < 0.05, Ho is rejected.

IV. Result and Discussion

4.1 Demographics of Respondents

The respondents in this study were customers of PT Triguna Karya Nusantara in Bekasi, which has a population of 100 customers. From the population, 100 customers were sampled. the number of private employees who participated was more than 95 respondents (95%) compared to entrepreneurial respondents, as many as five (5%). the number of male respondents who participated was more than 54 respondents (54%) compared to 46 female respondents (46%). the number of respondents aged 26-30 years was more by 45 (45%), the number of respondents aged 21-25 years was 28 (28%), and the number of respondents aged >30 years was 27 (27%). sum respondents had a frequency of 2 times purchases of 51 (51%), 1-time purchases of 46 (46%) and purchases of > three times by 4 (4%). The number of respondents has been a customer of PT. Triguna Karya Nusantara for three years more by 31 (31.3%), became a customer for two years by 26

(26.3%), became a customer for one year by 20 (20.2%), being a subscriber for >3 years by 17 (17.2%) and being a customer for <1 year by 6 (6.1%). the number of respondents is the purchase price range of forklifts 250 million by 33%, the purchase price range of forklifts is 125 million by 33 (33%), the purchase price range of forklifts is 200 million by 30 (30%), the purchase price range of forklifts < = 120 million by 2 (2%) and the purchase price range of forklifts < 50 million by 2 (2%). (Results can be seen in appendix 5).

4.2 Validity Test and Reliability Test

Based on the test results, the validity test is declared valid if r counts > r table or sig > 0.05. In this study, the r table was 0.1638. Results of validity tests in this study r count > 0.1638 and sig > 0.05, meaning all questions are declared valid. Reliability testing is declared valid by looking at Cronbach alpha for all variables declared reliable by qualifying Cronbach's alpha values above 0.60. With a value of Cronbach's alpha variable price of 0.719; promotion variable of 0.726; variable quality of service of 0.714; customer satisfaction variable of 0.710. (Results can be seen in appendix 5)

4.3 Classic Assumption Test
a. Normality Test

Based on the results of this study, the sig value of 0.176 > 0.05, it is said that the data is distributed normally. (Results can be seen in appendix 5). Multicollinearity Test Based on the study's results, the Tolerance value > 0.10 and the VIF value > 10.00, it is said that there is no multicollinearity in this study. (Results can be seen in appendix 5).

b. Heteroskedasticity Test

Based on the results of this study, it shows that the significance value for X1 is 0.874, X2 is 0.092, and X3 is 0.561 (>0.05), then the conclusion is that heteroskedasticity does not occur. (Results can be seen in appendix 5).

c. Coefficient of Determination Test

Based on the study results, the Adjusted R Square results were 0.428. Then 0.428 x 100 % = 42.8 % and the remaining 57.2 % were not studied in this study. (Results can be seen in appendix 5).

4.4 Hypothesis Test Partial Test (T-test)

The Effect of Price on Customer Satisfaction Testing the presence or absence of the influence of price on customer satisfaction resulted in a regression coefficient of 0.169; t count of 1,337; and a significance value of 0.184. Since the calculated t value (1.337) < table t value (1.66023) and significance value (0.184) > 0.05, it can be concluded that the price has proven to have no significant positive effect on customer satisfaction. 1. The Effect of Promotion on Customer Satisfaction Testing the presence or absence of the effect of promotion on customer satisfaction resulted in a regression coefficient of 0.325; t count of 2,349; and a significance value of 0.021. Since the calculated t value (2.349) > the table t value (1.66023) and the significance value (0.021) < 0.05, it can be concluded that the promotion has proven to have a significant positive effect on customer satisfaction. 2. The Effect of Service Quality on Customer Satisfaction Testing the presence or absence of the effect of service quality on customer satisfaction resulted in a regression coefficient of 0.237; t count by 2,050; and a significance value of 0.043. Since the calculated t value (2.050) > the table t value (1.66023) and the significance value (0.043) < 0.05, it can be

concluded that the Quality of Service has proven to have a significant positive effect on customer satisfaction.

4.5 Simultaneous Test (F Test)

Effect of Price, Promotion and Service Quality on Customer Satisfaction Testing the presence or absence of the influence of price, promotion and service quality on customer satisfaction resulted in an F calculation of 25,681; and a significance value of 0.000. Since the calculated F value (25.681) > the table F value (2.70) and the significance value (0.000) < 0.05, it can be concluded that price, promotion and service quality have a significant positive effect on customer satisfaction. (Results can be seen in appendix 5).

4.6 Discussion

Consumers who dominate as customers in PT. Triguna Karya Nusantara is a male who is, on average, 26-30 years old and has been a regular customer for two years and purchases forklifts in the price range of 125 million – 250 million at PT. Triguna Karya Nusantara. Triguna Karya Nusantara. Based on the data analysis results, price variables have no effect on customer satisfaction. can be done by installing a price that follows the quality of service so that the products of PT. Triguna Karya Nusantara get customer satisfaction because it is affordable but follows what customers want. the results of data analysis state that promotion variables affect satisfaction customers carried out by doing promotions as attractive and creative as possible to attract customers' attention to buy PT. Triguna Karya Nusantara. The results of data analysis, which states that the quality of service affects customer satisfaction, are carried out by providing a fast, friendly, polite and polite response, and the goods or services provided are carried out as well as possible so that customers feel satisfied so that they will make transactions again at PT. Triguna Karya Nusantara.

V. Conclusion

Based on the results of research and discussion, it can be concluded as follows: 1. Price does not have a positive and significant effect on Customer Satisfaction, meaning that the more competitive the price, the higher the customer satisfaction. if PT sets the forklift sales price. Triguna Karya Nusantara, following the benefits received, will increase customer satisfaction. Thus, if the perceived benefits increase at a certain level, then their value will also increase. If the value felt by consumers is higher, it will create consumer satisfaction. 2. Promotion has a positive and significant effect on customer satisfaction, meaning that the better and more attractive the promotion, the higher the level of customer satisfaction. if PT provides the forklift sales promotion. Triguna Karya Nusantara is bad and does not follow what consumers expect, and it will cause dissatisfaction with consumers. Consumer satisfaction will be created if the promotion is in accordance with consumer expectations or exceeds consumer expectations. If the promotion given is not good and attractive, the promotion will not have a positive impact on the company. 3. Service Quality has a positive and significant effect on customer satisfaction, meaning that the higher the quality of service in serving forklift sales, the higher the customer satisfaction. if the quality of service provided by PT. Triguna Karya Nusantara is bad and does not follow what consumers expect, and it will cause dissatisfaction with consumers. Customer satisfaction will be created if the service quality follows consumer expectations or exceeds consumer expectations. If the service received is not following or is below the expectations of consumers, the service can be considered unqualified and disappointing. 4.

Price, Promotion and Service Quality have a positive and significant effect on customer satisfaction, meaning that the more competitive the price, good and attractive promotions and the higher the quality of service, the higher the customer satisfaction.

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