***ABSTRACT***

Hany / 21150270/2019 / *The Influence of Promotion and Service Quality on Guardian Mall Kelapa Gading Customer Satisfaction, North Jakarta / Advisor* Drs, Brastoro, M.M.

*Health and beauty have become basic needs for modern society in Indonesia. Healthy inside and beautiful outside are two things that are the dream of modern society. Many promising business opportunities in the field of health and beauty. Many companies in the field of health and beauty offer good quality so consumers have many choices. Amid tight competition, companies must pay attention to customer satisfaction.*

*Promotion and Service Quality is an overall impression of the performance provided by the Guardian. In this study using three main variables, namely Promotion, Service Quality and Customer Satisfaction.*

*The purpose of this study was to determine the effect of promotion and quality of Guardian services on satisfaction with Guardian customers at Mall Kelapa Gading, North Jakarta. The study population was customers who had been and were shopping in the Guardian. While the samples taken were 120 respondents using the sampling technique. The data analysis technique used in this study is the result of multiple regression analysis.*

*The results in this study show that promotion and service quality have an influence on the satisfaction of Guardian customers. From research shows that promotion and service quality have a positive effect on customer satisfaction, this indicates that the better promotion and quality of services provided will increase the satisfaction of Guardian customers. This shows that all the hypotheses in this study prove the truth.*

*The conclusion of this study is that promotion variables and service quality are proven to influence customer satisfaction in accordance with theory and previous research.*

*Keywords: Promotion, Service Quality, Customer Satisfaction.*