*ABSTRACT*

Nova Endah Larasati / 26150068 / 2019 / *The Effects of the Service Quality and Promotion on Customer Satisfaction on* TIX ID *Application* at Kelapa Gading, *North Jakarta* / *Mr*. Muhammad Fuad, S.E, M.P.

*The contribution of Indonesian film from year to year is increasingly promising. This condition has a positive impact on Indonesia's economic growth. The rise of Indonesian cinema itself is marked by an increasing number of viewers. Increase this to the more extensive jobs in the country. This then becomes a good opportunity for the cinema to develop its services into e-commerce-based services or transactions carried out through an electronic system. Changes made are by presenting the official mobile application for iOS and android platforms which are named M-TIX and also TIX ID. Therefore, researchers are interested in conducting a study entitled The Effect of Service Quality and Promotion of Customer Satisfaction in TIX ID Applications in Kelapa Gading Area, North Jakarta.*

*In this study, the authors use theories to better understand the understanding and concepts associated with the discussion of this study. These theories include: Service Quality Theory, Promotion, and Customer Satisfaction. The variables in this study are divided into two types, namely independent variables and dependent variables. The independent variable in this study is Service Quality and Promotion. As for the dependent variable in this study is Customer Satisfaction.*

*Sampling in this study were 125 respondents conducted by distributing questionnaires in the form of google form. The object of this study was respondents of TIX ID Application in the Kelapa Gading Region, North Jakarta. While the sample procedure uses non probability sampling and uses judgment sampling, where the sampling is in accordance with the criteria determined by the author. The consideration factor is respondents who have used the TIX ID application. The data analysis technique used is the validity test, reliability test, classic assumption test, scale range and linear regression.*

*The results of this study indicate that service quality and promotion variables have an influence on customer satisfaction. With these results can indicate that the better quality of service and promotion can increase customer satisfaction.*

*The conclusion of this study is the quality of service and promotion proved to have a significant effect on customer satisfaction in accordance with previous research. The author suggests that applications always maintain and can improve the quality of services and promotions.*

*Keywords: Service Quality, Promotion, Customer Satisfaction*