

**ANALISIS PENGARUH PENGIRIMAN, ATRIBUT PRODUK DAN WIRANIAGA  
TERHADAP KEPUASAN PELANGGAN BISNIS DAN DAMPAKNYA PADA  
KINERJA PEMASARAN PRODUK TISSUE PERUSAHAAN  
CV. INDO PRIMA DI PONTIANAK**

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**ABSTRAK**

*The purpose of this study was to determine and analyze the influence of delivery, product attributes and salesperson to customer satisfaction and impact on marketing performance. The collection of data through questionnaires and observation . The study population was a wholesaler outlet in Pontianak city. Data analysis using a SPSS version 17.*

*Respondents about the variable delivery, product attributes, salesperson, customer satisfaction and marketing performance in this study are in the high category . The findings of this study indicate that only four hypothesis accepted that was product attributes and the salesperson are significantly influence the customer satisfaction, the salesperson and customer satisfaction are significantly influence the marketing performance. While three other hypothesis are rejected that was delivery not significantly influence the customer satisfaction, also delivery and product attributes not significantly influence the marketing performance.*

*The magnitude of the effect of direct and indirect influences include:  $X_1 \rightarrow Y = 0,118$ ,  $X_2 \rightarrow Y = 0,230$ ,  $X_3 \rightarrow Y = 0,516$ ,  $Y \rightarrow Z = 0,776$ ,  $X_1 \rightarrow Z = 0,040$ ,  $X_2 \rightarrow Z = -0,099$ ,  $X_3 \rightarrow Z = 0,301$ , the magnitude of the direct effect of delivery ( $X_1$ ), product attributes ( $X_2$ ), salesperson ( $X_3$ ) on marketing performance ( $Z$ ) is smaller than the indirect effect delivery ( $X_1$ ) product attributes ( $X_2$ ), salesperson ( $X_3$ ) on marketing performance ( $Z$ ) through customer satisfaction ( $Y$ ) , where the direct influence of variables  $X_1$ ,  $X_2$  and  $X_3$  to variable  $Z$  at 0.040 , -0.099 and 0.301 with  $R^2$  was 0.074 , while the indirect influence of variables  $X_1$ ,  $X_2$  and  $X_3$  to variable  $Z$  through the variable  $Y$  was 0.092, 0.178 and 0.400 with  $R^2$  was 0.579.*

**Keywords** : *Delivery, Product Attributes, Salesperson, Customer Satisfaction and Marketing Performance*

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