

THE EFFECT OF PROMOTION AND COMMUNICATION ON PRODUCT SELLING POWER WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE ON CV. TABEK RAYA P&D SOLOK CITY

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ABSTRACT

This research aims to determine and try to analyze the influence of promotion and communication on product selling power with consumer satisfaction as an intervening variable in CV. Tabek Raya P&D Solok City. This research is a Structural Equation Modeling (SEM) model with the Smart PLS 3.0 analysis tool. The population and sample of this research are CV consumers. Tabek Raya P&D Solok City. The research results found that there is an influence between Promotion and Consumer Satisfaction. There is an influence between Communication and Consumer Satisfaction. There is an influence between Promotion and Product Selling Power. There is no influence between Communication on Product Selling Power. There is an influence between Consumer Satisfaction on Product Selling Power. Consumer Satisfaction mediates Promotion on Product Selling Power. Consumer Satisfaction mediates Communication on Product Selling Power.

INTRODUCTION

One sector that has an important role in the Indonesian economy is the Micro, Small and Medium Enterprises (MSME) sector. The existence of MSMEs provides positive value for labor absorption. Communities that have incentive labor capabilities can be absorbed by MSMEs so that they can reduce unemployment at lower levels of society. Data from the Indonesian Ministry of Cooperatives and Micro, Small and Medium Enterprises shows that until 2012 the workforce that was able to be absorbed by SMEs reached 97.16 percent of the total workforce that was able to be absorbed by all economic sectors. Meanwhile, business units owned by SMEs reach 99.99 percent of the total business units.

The role of MSMEs does not stop there, this business also contributes to Indonesia's Gross Domestic Product (GDP), namely 56.5 percent in 2012. So the existence of MSMEs cannot be considered as a complement to economic activities alone. Apart from being crisis-resistant, MSMEs can be managed by anyone without requiring special skills or higher education. Everyone, as long as they have the will and work hard, can start an MSME. If this awareness is accumulated properly then unemployment can be reduced, this will encourage community welfare.

Empowering MSMEs in the midst of globalization and high competition means that MSMEs must be able to face global challenges, such as increasing product and service innovation, developing human resources and technology, as well as expanding marketing areas (Sudaryanto, 2018). This needs to be done to increase the selling value of MSMEs themselves, especially so that they can compete with foreign products which are increasingly flooding the center. Industry and manufacturing in Indonesia, considering that MSMEs are the economic sector that is able to absorb the largest workforce in Indonesia. This shows that Indonesia is a potential market for other countries. This potential has not been exploited optimally by MSMEs. The development of MSMEs in Indonesia is still faced with various problems, resulting in weak competitiveness against imported products.

The large role of MSMEs in improving the national economy does not mean that MSMEs do not have obstacles to growth and development. Apart from obstacles in accessing capital, one of the obstacles surrounding MSMEs is in terms of marketing strategies, especially marketing communications and the ability to use technology (Sudaryanto, 2018). Even if they carry out marketing activities, MSMEs are currently limited to word of mouth promotions without designing integrated marketing communications (IMC). One of the IMC marketing activities that can be carried out by SMEs is online marketing by utilizing Information and Communication Technology (ICT).

CV. Tabek Raya P&D Solok City is a place that provides various products in large quantities for the needs of businesses or consumers who buy on a large scale. CV. Tabek Raya P&D Solok City usually offers more competitive prices compared to retail stores, because wholesale buyers carry out transactions in larger volumes. Products available in grocery stores cover various categories such as sugar, oil, flour, soap, snacks, etc.

According to (Rachman et al., 2023), product selling power is the ability of a product to meet human needs. The law of demand states that the lower the price, the greater the demand for the product. Conversely, the higher the price, the lower the demand. Selling power is what differentiates

a product from other products and determines whether customers will be interested or leave it. Before determining the selling power of a product and the certainty of its entry into the market, there is no harm in analyzing the market conditions of the product it is entering.

Promotion can be interpreted as a way or strategy within a company to bring the company or the products it produces closer to consumers. This strategy can take the form of offering discounts or gifts, as well as using advertising media to introduce products to consumers. Through repeated promotions by producers, a brand image is formed for consumers (Andreadi et al., 2022) .

Word of mouth communication has a competitive advantage for conveying information in a business. Because word of mouth communication naturally comes from the opinions of people around you, or people you trust, who are more honest and have no bad motives for conveying this information to consumers (Muhtarom et al., 2022).

Consumer satisfaction is how we ensure that customers are not disappointed and will buy the products sold again. In this case, companies must be able to identify, fulfill and provide high-quality services to fully meet customer needs. This is the company's strategy to increase its sales (Erinawati & Syafaruddin, 2021) .

In this research, the object that will be used is CV. Tabek Raya P&D Solok City, with sales data as follows:

Table. 1
Sales Data for CV Tabek Raya P&D Solok City

Year	Number of Sales	Percentage
2018	Rp. 930,000,000	20%
2019	Rp. 950,000,000	21%
2020	Rp. 850,000,000	18%
2021	Rp. 900,000,000	19%
2022	Rp. 960,000,000	21%
Total	IDR 4,590,000,000	

Source: CV. Tabek Raya P&D Solok City

Based on Table 1 above, it can be concluded that the number of sales from 2018 to 2022 experienced ups and downs in sales. This is caused by consumer buying interest and consumer tastes which continue to change and continue to follow consumer trends as well as competition, both in terms of price and product quality, which can affect the sales of a business. The highest percentage of sales occurred in 2019 and 2022 with a percentage of 21%.

So based on the above phenomenon, this is in line with previous research entitled The influence of service quality, price and promotion via social media on consumer satisfaction (case study on Luang Tim Coffee). The results of this research are that promotion has a significant positive effect on consumer satisfaction, price does not have a significant positive effect on consumer satisfaction. (Muzaki et al., 2022) .

Research conducted by (Rachmawati et al., 2023) . The Influence of Product Quality, Product Innovation, Promotion, Price and Location on Purchasing Decisions Mediated by Consumer

Satisfaction in Lamongan Regency MSMEs (Structural Equation Modeling (SEM) Method - Partial Least Square (PLS)). Based on the analysis of the hypothesis test results, it can be concluded that the variables product quality, product innovation, promotion, price and location have a positive and significant effect on purchasing decisions.

The difference between previous research and the research that the author examined is the research object and research time. In this previous research, independent variables were used, namely service quality, price, promotion and dependent variables, namely consumer satisfaction, while the research that the author studied used two independent variables, namely promotion and communication, as well as using the dependent variable, namely consumer satisfaction.

*Based on the background above, the author concludes that there are differences between the results of one study and another. Due to the inconsistency in the results of previous studies, the author is interested in conducting research with the title "**The Effect of Promotion and Communication on the Selling Power of MSME Products Through Consumer Satisfaction**".*

Formulation of the problem

So from the identification and limitations of the problem above, the problem formulation is:

- 1. How does Promotion influence CV Consumer Satisfaction. Tabek Raya P&D Solok City?*
- 2. How does Communication influence CV Consumer Satisfaction. Tabek Raya P&D Solok City?*
- 3. How does Promotion affect the Selling Power of CV Products. Tabek Raya P&D Solok City?*
- 4. How does communication influence the selling power of CV products? Tabek Raya P&D Solok City?*
- 5. How does Consumer Satisfaction influence the Selling Power of CV Products. Tabek Raya P&D Solok City?*
- 6. How Consumer Satisfaction can mediate Promotion on the Selling Power of CV Products. Tabek Raya P&D Solok City?*
- 7. How Consumer Satisfaction can mediate Communication on the Selling Power of CV Products. Tabek Raya P&D Solok City?*

LITERATURE REVIEW

Product Selling Power

According to (Lamidi, 2021) "Sales are complementary activities or supplements to purchases, to enable transactions to occur. So purchasing activities and selling power are one unit for the transfer of rights and transactions to be carried out."

Promotion

(Latief, 2021) Promotion is a form of marketing communication that seeks to disseminate information, influence, and/or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question.

Communication

Marketing communications is also called the promotional mix which is an effective tool for communicating with customers. This marketing communication or promotional mix needs to be addressed carefully because it is related to the amount of costs that will be used. In marketing products, companies need communication with consumers, because with communication, consumers can find out about the products offered by the company (Haryantini, 2019) .

Consumer Satisfaction

According to (Tjiptono, 2021) satisfaction is a positive function of pre-purchase consumer expectations. Because the process of being confirmed is psychologically unpleasant, consumers tend to prospectively distort the difference between expectations and performance towards initial expectations. However, a marketer must also evaluate consumer behavior regarding the products offered after purchase. Whether the buyer will be satisfied after making a purchase depends on the performance of the offer in meeting the buyer's expectations .

Hypothesis

- H1: It is suspected that there is an influence of promotion on consumer satisfaction at CV. Tabek Raya P&D Solok City.*
- H2: It is suspected that there is an influence of communication on consumer satisfaction at CV. Tabek Raya P&D Solok City.*
- H3: It is suspected that there is an influence of promotion on the selling power of products on CV. Tabek Raya P&D Solok City.*
- H4: It is suspected that there is an influence of communication on the selling power of products on CV. Tabek Raya P&D Solok City.*
- H5: It is suspected that there is an influence of consumer satisfaction on product sales power at CV. Tabek Raya P&D Solok City.*
- H6: It is suspected that there is an influence of promotion on product sales power with consumer satisfaction as an intervening variable on CV. Tabek Raya P&D Solok City.*
- H7: It is suspected that there is an influence of communication on product sales power with consumer satisfaction as an intervening variable on CV. Tabek Raya P&D Solok City .*

Framework of Thought

Based on the description above, the theoretical framework in this research can be described as follows:

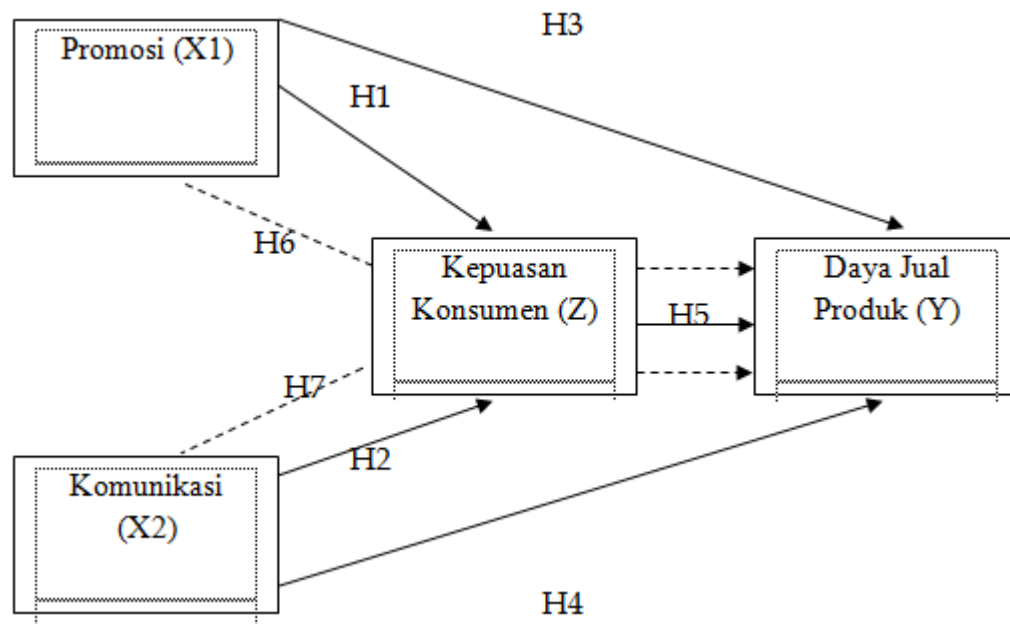


Figure. 1
Framework of Thought

METHODOLOGY

Object of research

The research object is something that is of concern in a study because the research object is the target to be achieved to get answers and solutions to problems that occur. According to (Sugiyono, 2019), the object of research is a scientific target to obtain data with a specific purpose and use related to something objective, valid and reliable about something. The research object in this research is consumers at CV. Tabek Raya P&D Solok City.

Population and Sample

Population

According to (Sugiyono, 2019), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn.

Sample

The population in this research is CV consumers. Tabek Raya P&D Solok City in the last 6 months numbered 785 people. According to (Sugiyono, 2019), the sample is a portion of the population, for example the population in a particular area, the number of employees in a particular

organization, the number of teachers and students in a particular school and so on. Because the population in this study was 785. So the sampling technique used the Slovin formula.

$$n = \frac{N}{1+n.e^2}$$

Where:

n = Number of samples

N = Number of population

e = Error tolerance limit

$$n = \frac{785}{1 + 785 (0,1^2)}$$

$$n = \frac{785}{8,85}$$

$n = 88.7$ rounded $n = 89$

By using the formula above, the population is 785, with an error rate of 10%, the number of samples to be studied is rounded up to 89 respondents. The sampling technique used in this research is random sampling, sorting (Sugiyono, 2019) Random sampling is a sampling technique where all individuals in the population, either individually or together, are given the same opportunity to be selected as sample members .

Data analysis technique

Hypothesis Testing (Structural Model or Inner model)

According to (Junianto & Sabtohadji, 2019) Hypothesis testing in PLS is also called inner model testing. This test includes tests of the significance of direct and indirect effects as well as measuring the magnitude of the influence of exogenous variables on endogenous variables. The influence test was carried out using the t-statistical test in the partial least squared (PLS) analysis model using the SmartPLS 3.0 software. Using the booth strapping technique, the R Square value and significance test value were obtained.

This research was carried out using a Structural Equation Model (SEM) approach using Partial Least Square (PLS) software , namely Smart PLS software . In analysis using PLS there are several things that are done, namely:

a. Evaluation of the Measurement Model (outer model)

Evaluation of the measurement model in SEM-PLS requires two tests, namely validity and reliability tests. The validity test can be carried out by looking at the convergent validity and discriminant validity of the indicators.

b. Assessing the Inner Model or Structural Model

Analyzing the influence between latent variables is called a structural model (inner model). Evaluation of the inner model can be done by looking at the size of R2 (R- square). The greater the R2 value, the greater the influence of certain exogenous latent variables on endogenous variables.

c. *Constructing a path diagram*

d. *Estimate*

The significance of the relationship can be obtained using the Bootstrapping procedure. The resulting value is a statistical T value which is then compared with the t table. If the t statistic value > t table then the estimated value of the path coefficient is significant.

e. *Goodness of fit*

Evaluation of the goodness of fit of the structural model is measured by looking at the parameter coefficient values and looking at the R2 value obtained for each dependent latent variable with the same interpretation as regression.

Hypothesis testing in this research uses the path analysis method (Path analysis). The influence of each variable will be seen from the results of the t test. Before carrying out the t test, the fit model will first be tested with the F test and the coefficient of determination with adjusted R2.

The results of hypothesis testing can be seen in the inner model testing, namely:

1. *T statistics*

The exogenous variable is declared significant in the endogenous variable if the t statistic result is greater than the t table.

2. *Path coefficients*

The path coefficients value shows the coefficient of the relationship between the latent variable and other latent variables.

3. *Testing intervening variables*

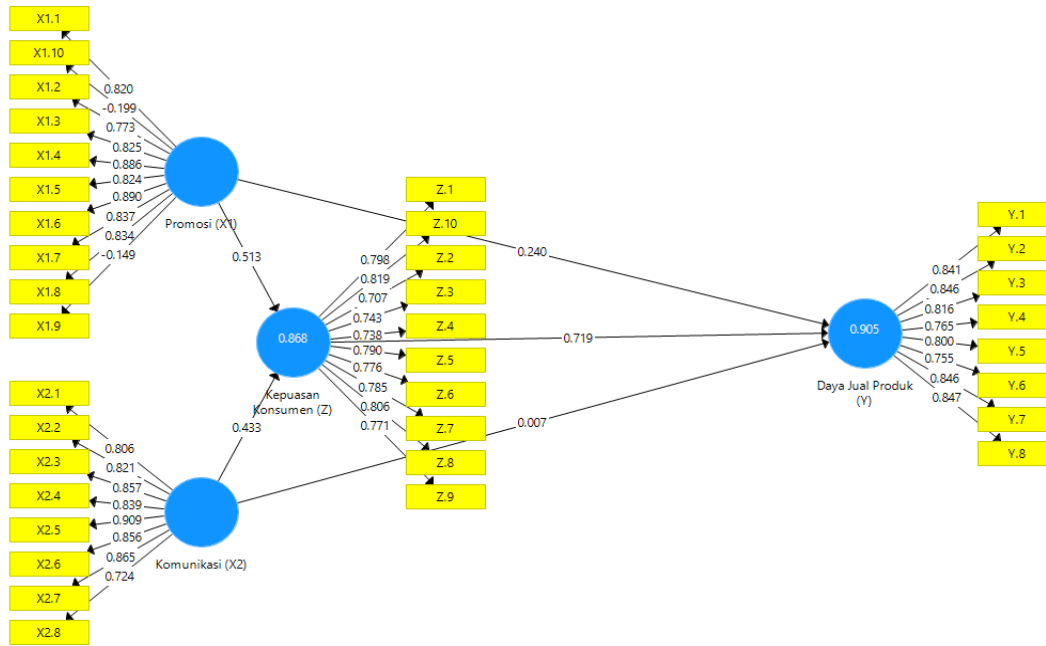
Testing of this intervening variable can be seen from a comparison of the direct effect with bootstrapping calculations.

RESEARCH RESULT

Validity test

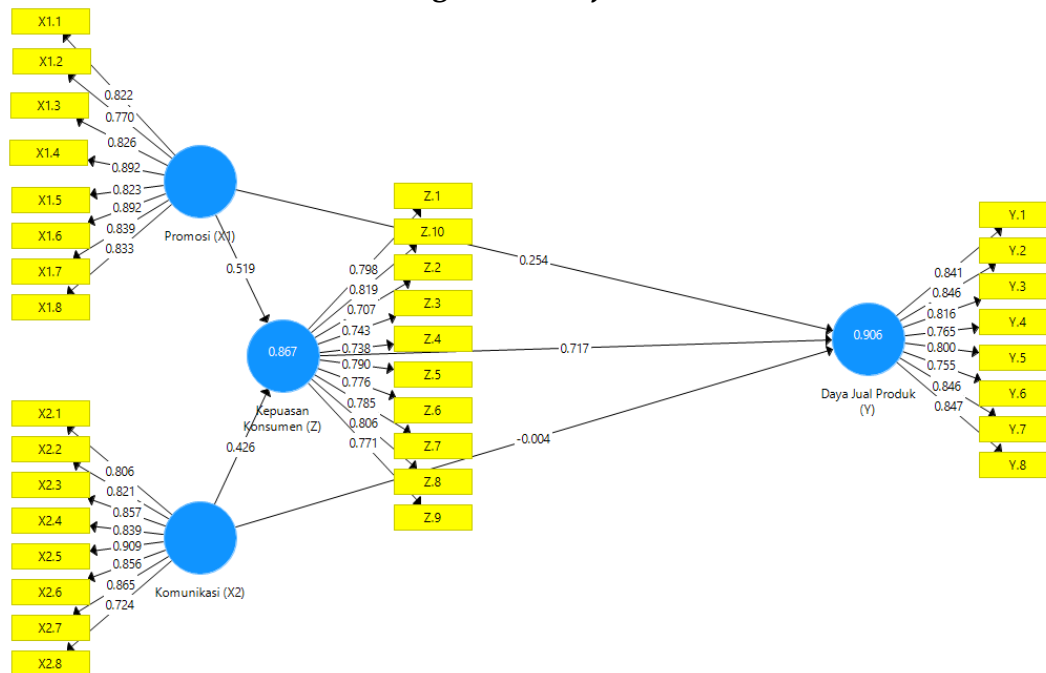
In the development stage, a correlation of 0.50 to 0.6 is considered adequate or acceptable. In research, the limit value for Convergent Validity is above 0.7. For more details regarding outer loading in this research, you can see the following picture:

Figure. 2
Outer Loading Results Before Elimination



In Figure 2 there are several statement values below 0.7 so all statements that are invalid or below 0.7 are discarded. Where is the statement number that is eliminated (X1.9, X1.10).

Figure. 3
Outer Loading Results After Elimination



1. Discriminant Validity (Discriminant Validity)

Discriminant validity is carried out to ensure that each concept of each construct or latent variable is different from other constructs/variables. The model has Average Variance Extracted (AVE) for each construct with correlation between the construct and other constructs in the model. A construct is said to have validity if it reaches the assessment standard, in this study using a value > 0.50. The following are the AVE values for all constructs (variables) from test results using smart PLS 3.0:

Table 2
Average Variance Extracted (AVE) Value

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Daya Jual Produk (Y)	0.928	0.929	0.941	0.665
Kepuasan Konsumen (Z)	0.926	0.928	0.937	0.599
Komunikasi (X2)	0.938	0.940	0.949	0.699
Promosi (X1)	0.939	0.940	0.949	0.702

Source: SmartPLS processed results, 2024

Based on Table 2 it can be concluded that all the constructs or variables above meet the criteria for good validity. This is shown by the Average Variance Extracted value (AVE) above 0.50 as recommended criteria.

2. Reliability Testing (Cronbach'sAlpha)

After knowing the level of validity of the data, the next step is to find out the level of data reliability or the level of reliability of each construct or variable. This assessment is by looking at the composite reliability value and the Cronbach alpha value. Mark something construct dikatakan reliabel If memberikan nilai cronbach alpha > 0.70. Hasil Uji Reliabilitas it is presented on the Table 3:

Table 3
Reliability Value

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Daya Jual Produk (Y)	0.928	0.929	0.941	0.665
Kepuasan Konsumen (Z)	0.926	0.928	0.937	0.599
Komunikasi (X2)	0.938	0.940	0.949	0.699
Promosi (X1)	0.939	0.940	0.949	0.702

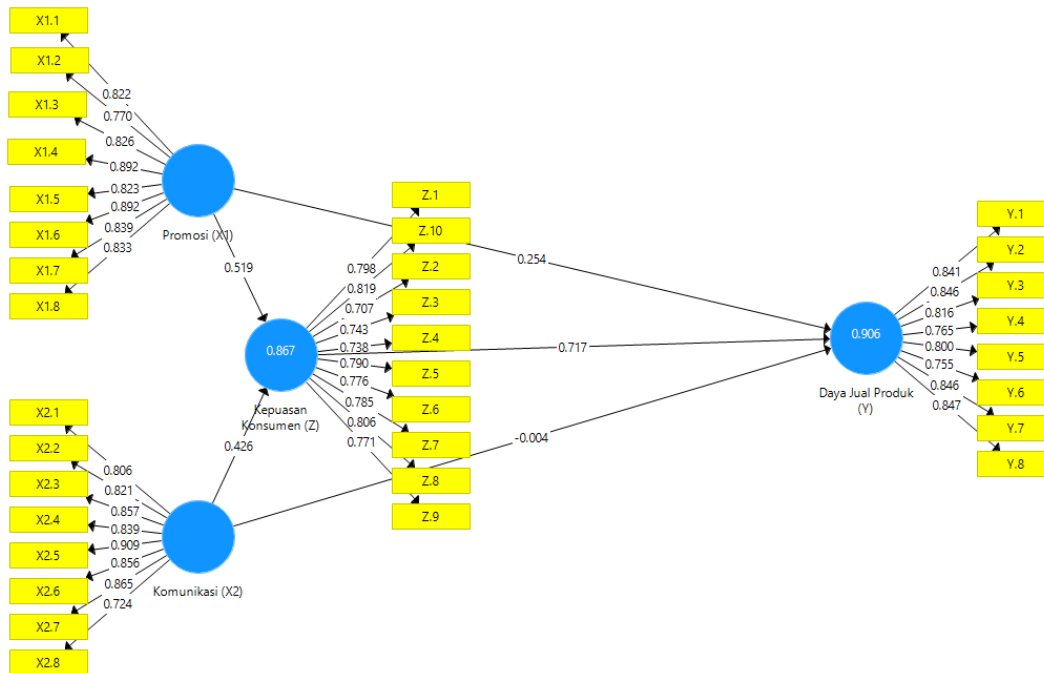
Source: SmartPLS processed results, 2024

Based on SmartPLS output in Table 3 above, it has been found that the composite liability value and Crombach alpha value of each construct or variable is greater than 0.70. Thus it can also be concluded that the level of data reliability is good or reliable .

2.

3. **Outer Model Equation**

Figure 4
Outer Loading Results



Based on the image of the outer model structure above, Equation I can be drawn, which is a description of the magnitude of the influence of the Promotion and Communication construct on Consumer Satisfaction with the existing coefficients plus the error rate which is an estimation error or which cannot be explained in the research model.

- Consumer Satisfaction = $\beta_1 X_1 + \beta_2 X_2 + e_1$.
- Customer Satisfaction = $0.519 X_1 + 0.426 X_2 + e_1$

Equation II, is a description of the magnitude of the influence of the Promotion, Communication and Consumer Satisfaction constructs on Product Selling Power with each coefficient for each construct plus an error which is an estimation error.

- Product Selling Power = $\beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + e_1$
- Product Selling Power = $0.254 X_1 - 0.004 X_2 + 0.717 Z + e_1$

Next, as previously explained, the inner model assessment is evaluated through the R-Square value, to assess the influence of certain exogenous latent constructs on endogenous latent constructs whether they have a substantive influence. The following is the R-Square estimate in Table 4:

Table 4

<https://ejournal.ummuba.ac.id/index.php/JDB>

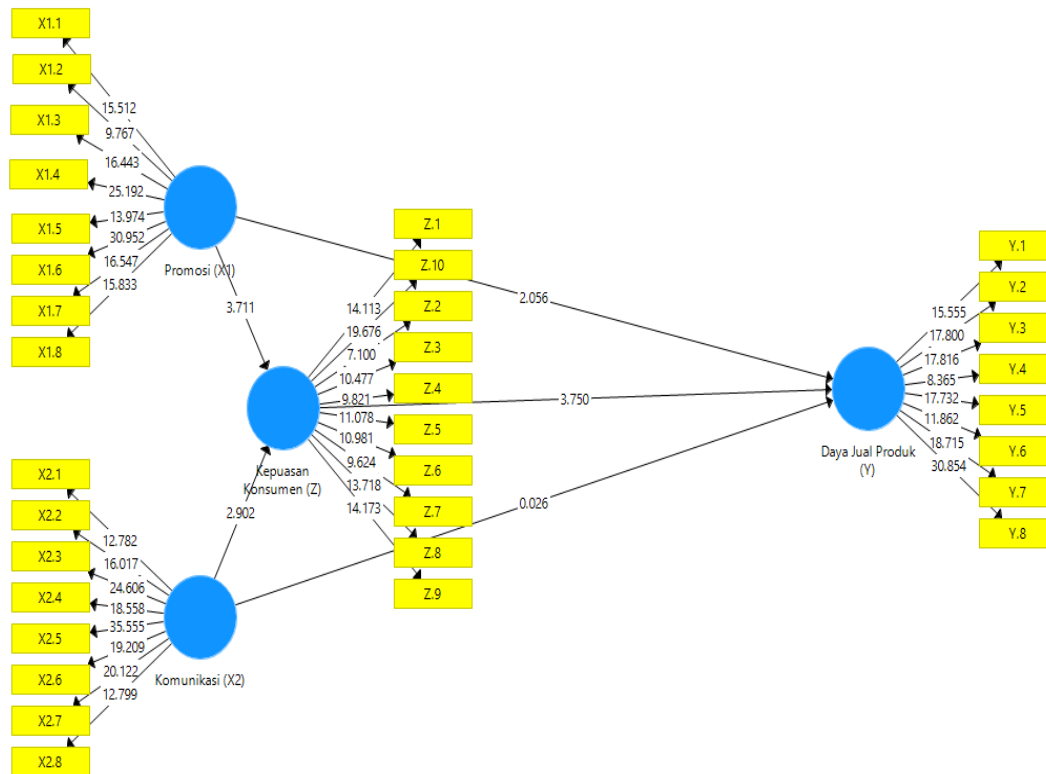
R Square Value

	R Square	R Square Adjusted
Daya Jual Produk (Y)	0.906	0.902
Kepuasan Konsumen (Z)	0.867	0.864

Source: SmartPLS processed results, 2024

In table 4, it can be seen that the R2 value of the Consumer Satisfaction construct is 0.867 or 86.7 % , which illustrates the magnitude of the influence it receives from the Promotion and Communication construct . The remaining 13.3% is influenced by other variables outside this research. Meanwhile, the R value is ² for the Product Selling Power construct equal to 0.906 or 90.6 % shows the magnitude of influence exerted by Promotion, Communication and Consumer Satisfaction in explaining or influencing Product Selling Power. The remaining 9.4% is influenced by other variables outside this research . The higher the R-Square value , the greater the ability of the exogenous construct to explain endogenous variables so that the better the structural equation formed.

Figure 5
Structural Inner Model



Test Hypotheses Directly

Testing the hypothesis aims to answer some of the problems that exist in This research is about the influence of certain exogenous latent constructs on certain endogenous latent constructs either directly or indirectly through mediating variables. Testing the hypothesis in this study can be assessed from the large statistical or t - count values compared with t - table 1,96 at 5% alpha. If the t -statistic/ t -count < t -table 1.96 at alpha 5%, then H_0 is rejected and if the t -statistic/ t -count > t -table 1.96 at alpha 5%, then H_a is accepted. The following are the SmartPLS output results , which are describe the output estimation for testing structural model on tabel 5:

Table. 5
Results For Inner Weight

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Kepuasan Konsumen (Z) -> Daya Jual Produk (Y)	0.717	0.728	0.191	3.750	0.000
Komunikasi (X2) -> Daya Jual Produk (Y)	-0.004	0.004	0.153	0.026	0.980
Komunikasi (X2) -> Kepuasan Konsumen (Z)	0.426	0.428	0.147	2.902	0.004
Promosi (X1) -> Daya Jual Produk (Y)	0.254	0.232	0.123	2.056	0.040
Promosi (X1) -> Kepuasan Konsumen (Z)	0.519	0.523	0.140	3.711	0.000

Source: SmartPLS processed results, 2024

the SmartPLS test results on Table 5 shows the results of research hypothesis testing starting from the first hypothesis to the fifth hypothesis which is a direct influence. The following is a discussion of each hypothesis:

1. The Effect of Promotion on Consumer Satisfaction

The effect of promotion on consumer satisfaction is 0.519, which indicates that the direction of the relationship between promotion and consumer satisfaction is positive. Where the P-Value value of 0.000 is smaller than alpha 5%, namely $0.000 < 0.05$ which shows a significant effect and with a t -statistic value of 3.711 to find out whether this hypothesis is accepted or rejected, then compare the t -statistic value with t -table 1.96. Where the t -statistic value > t -table or $3.711 > 1.96$ therefore H_0 is rejected and H_1 is accepted. So it can be concluded that Promotion has a positive and significant effect on CV Consumer Satisfaction. Tabek Raya P&D Solok City. Hypothesis H_1 in this study is **accepted**.

2. The Influence of Communication on Consumer Satisfaction.

The effect of communication on consumer satisfaction is 0.426 , which shows that the direction of the relationship between consumer satisfaction on Consumer Satisfaction is positive . Where the P-Value value of 0.004 is smaller than alpha 5%, namely $0.004 < 0.05$,

which shows that there is a significant influence and with a t-statistic value of 2.902 to find out whether this hypothesis is accepted or rejected, then compare the t-statistic value with the t-table 1.96. Where the t-statistic value > t-table or $2.902 > 1.96$ therefore H_0 is rejected and H_2 is accepted. So it can be concluded that communication has a positive effect and significant to Consumer Satisfaction at CV. Tabek Raya P&D Solok City. Hypothesis H_2 in this study is accepted.

3. The Effect of Promotion on Product Selling Power.

Effect of Promotion on Product Selling Power, namely 0.254 which shows that the direction of the relationship between Promotion on Product Selling Power is positive. Where the P-Value value of 0.040 is smaller than alpha 5%, namely $0.040 < 0.05$, which shows that there is a significant influence and with a t-statistic value of 2.056 to find out whether this hypothesis is accepted or rejected, then compare the t-statistic value with the t-table 1.96. Where the t-statistic value > t-table or $2.056 > 1.96$ therefore H_0 is rejected and H_3 accepted. So it can be concluded that Promotion has a positive and significant effect on the Selling Power of CV Products. Tabek Raya P&D Solok City. Hypothesis H_3 in this study is accepted.

4. The Influence of Communication on Product Selling Power.

The effect of communication on product selling power is -0.004, which indicates that the direction of the relationship between communication and product selling power is negative. Where the P-Value value of 0.980 is greater than the alpha of 5%, namely $0.980 > 0.05$ which shows that it has no significant effect and with a t-statistic value of 0.026 to find out whether this hypothesis is accepted or rejected, then compare the t-statistic value with the t-table 1.96. Where the t-statistic value < t-table or $0.026 < 1.96$ therefore H_0 is accepted and H_4 is rejected. So it can be concluded that Communication has a negative and insignificant effect on Product Selling Power on CV. Tabek Raya P&D Solok City. Hypothesis H_4 in this study is rejected.

5. The Influence of Consumer Satisfaction on Product Selling Power.

The Influence of Consumer Satisfaction on Product Selling Power, namely 0.717, which shows that the direction of the relationship between Consumer Satisfaction and Product Selling Power is positive. Where the P-Value value of 0.000 is smaller than alpha 5%, namely $0.000 < 0.05$ which shows there is a significant influence and with a t-statistic value of 3.750 to find out whether this hypothesis is accepted or rejected, then compare the t-statistic value with the t-table 1.96. Where the t-statistic value > t-table or $3.750 > 1.96$ therefore H_0 is rejected and H_5 is accepted. So it can be concluded that Consumer Satisfaction has a positive and significant effect on Product Selling Power at CV. Tabek Raya P&D Solok City Hypothesis H_5 in this study was accepted.

Indirect Hypothesis

Based on the results of data testing using the SmartPLS program tool, path analysis results were obtained which can be seen from the following table:

Table 6
Result Path Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Komunikasi (X2) -> Kepuasan Konsumen (Z) -> Daya Jual Produk (Y)	0.305	0.306	0.131	2.332	0.020
Promosi (X1) -> Kepuasan Konsumen (Z) -> Daya Jual Produk (Y)	0.372	0.385	0.157	2.367	0.018

Source: SmartPLS processed results, 2024

Based on the path diagram, the t-statistical or t-calculated value is useful for assessing whether a hypothesis is accepted or rejected, by comparing the t-statistical or t-calculated value with the t-table at 1.96 (with an error of rejecting the data of 5%). The following is a discussion of each hypothesis:

1. The Effect of Promotion on Product Selling Power through Consumer Satisfaction as an intervening variable.

The effect of Promotion on Product Selling Power through Consumer Satisfaction is 0.372, which shows that the direction of the relationship between Promotion and Product Selling Power through Consumer Satisfaction is positive. Where the P-Value value of 0.018 is smaller than alpha 5%, namely $0.018 < 0.05$, which shows that there is a significant influence and with a t-statistic value of 2.367 to find out whether this hypothesis is accepted or rejected, then compare the t-statistic value with the t-table 1.96. Where the t-statistic value $>$ t-table or $2.367 > 1.96$ therefore H_0 is rejected and H_6 is accepted. So it can be concluded that Promotion has a positive and significant effect on Product Selling Power through Consumer Satisfaction at CV. Tabek Raya P&D Solok City, Hypothesis H_6 in this research is **accepted or mediated**.

2. The Effect of Communication on Product Selling Power through Consumer Satisfaction as an intervening variable.

The effect of communication on product selling power through consumer satisfaction is 0.305, which shows that the direction of the relationship between communication and product selling power through consumer satisfaction is positive. Where the P-Value value of 0.020 is smaller than alpha 5%, namely $0.020 < 0.05$, which shows that there is a significant influence and with a t-statistic value of 2.332 to find out whether this hypothesis is accepted or rejected, then compare the t-statistic value with the t-table 1.96. Where the t-statistic value $>$ t-table or $2.332 > 1.96$ therefore H_0 is rejected and H_6 is accepted. So it can be concluded that Communication has a positive and significant effect on Product Selling Power through Consumer Satisfaction for CV Consumers. Tabek Raya P&D Solok City. Hypothesis H_7 in this study is **accepted or mediated**.

CONCLUSION

From the discussion in the previous chapters, several conclusions can be drawn as follows:

- 1. There is an influence between Promotion and Consumer Satisfaction at CV. Tabek Raya P&D Solok City.*
- 2. There is an influence between Communication and Consumer Satisfaction at CV. Tabek Raya P&D Solok City.*
- 3. There is an influence between Promotion and Product Selling Power on CV. Tabek Raya P&D Solok City.*
- 4. There is no influence between Communication and Product Selling Power at CV. Tabek Raya P&D Solok City.*
- 5. There is an influence between Consumer Satisfaction on Product Selling Power at CV. Tabek Raya P&D Solok City.*
- 6. Consumer Satisfaction mediates Promotion of Product Selling Power at CV. Tabek Raya P&D Solok City.*
- 7. Consumer Satisfaction mediates Communication on Product Selling Power at CV. Tabek Raya P&D Solok City.*

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