

Abstract

Telkom University is a private university that provides an online learning system through the Learning Management System (LMS) platform, which supports the smooth running of teaching and learning activities and functions as a medium of communication between lecturers and students when the COVID pandemic hits Indonesia. Of course, this requires a tool that supports smooth learning, such as a smartphone. Product quality is something that needs attention and becomes an important value for users because it helps fulfill their needs and desires, as well as the promotions carried out by smartphone manufacturers in introducing products and their advantages so they can compete with competitors. One of the smartphone brands is Oppo, which is the best smartphone brand in Indonesia in 2021 and won the Top Brand award in 2021. The aim of this research involving Telkom University business administration students was to determine the effect of product quality and promotions on customer satisfaction on smartphones. Oppo. In addition to the simple random side method and the processing of multiple linear regression data, the research methodology used is quantitative. The research findings show the simultaneous and partial effects of product quality and promotion on customer satisfaction. Customer satisfaction is simultaneously influenced by product quality and promotions by 80.3%.

Keywords: *Product Quality, Promotion, Customer Satisfaction*