

**PENGARUH KUALITAS PRODUK, PROMOSI DAN CITRA MEREK TERHADAP
KEPUASAN KONSUMEN**

***THE INFLUENCE OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON
CONSUMER SATISFACTION***

ABSTRAK

Penelitian ini bertujuan untuk mengetahui tanggapan konsumen dan pengaruh kualitas produk, promosi dan citra merek terhadap kepuasan konsumen pada The Coffe Legend baik secara simultan maupun parsial. Subjek dari penelitian ini adalah konsumen yang pernah melakukan pembelian di The Coffe Legend sebanyak 100 responden yang dijadikan sampel. Jenis penelitian ini adalah deskriptif dan verifikatif. Uji instrumen menggunakan uji validitas dan reliabilitas. Analisis data mencakup regresi berganda, uji determinasi dan uji signifikan secara simultan dan parsial. Hasil penelitian menunjukkan

1. Rata-rata tanggapan konsumen terhadap kepuasan konsumen pada The Coffe Legend tertinggi adalah kualitas produk;
2. kualitas produk, promosi dan citra merek berpengaruh positif dan signifikan terhadap kepuasan konsumen secara parsial maupun secara simultan

Kata kunci : Kualitas produk, promosi, citra merek dan kepuasan konsumen

ABSTRACT

This study aims to determine consumer responses and the influence of product quality, promotion and brand image on customer satisfaction at The Coffee Legend both simultaneously and partially. The subjects of this study were consumers who had made purchases at The Coffee Legend as many as 100 respondents who were sampled. This type of research is descriptive and verification. The instrument test uses validity and reliability tests. Data analysis includes multiple regression, determination test and significant test simultaneously and partially. The research results show

1. *The average consumer response to consumer satisfaction at The Coffe Legend is the highest product quality;*
2. *product quality, promotion and brand image have a positive and significant effect on customer satisfaction partially or simultaneously*

Keywords: *Product quality, promotion, brand image and consumer satisfaction*