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THE INFLUENCE OF PRODUCT QUALITY, PRICE, SOCIAL MEDIA PROMOTION AND BRAND IMAGE ON CUSTOMER SATISFACTION OF COFFEE PROMISE SOUL TAMAN UBUD KARAWACI TANGERANG

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ABSTRACT

The purpose of this study was to analyze the influence of product quality, price, social media promotion and brand image on customer satisfaction for coffee at Janji Jiwa Taman Ubud Karawaci Tangerang.

The data used in this study is quantitative primary data, The test phase carried out is validity, reliability, normality, heteroscedasticity, multicollinearity, multiple linear regression, coefficient of determination, t-test, and F test. The data used in this study used a questionnaire instrument, and valid data was collected by 100 respondents. The sampling method in this study used a purposive sampling technique. The testing tool used is SPSS.

The results showed that the variable product quality has an effect on customer satisfaction. The price variable affects customer satisfaction. Promotion variable has no effect on customer satisfaction. The brand image variable has no effect on customer satisfaction and simultaneously the product quality, price, promotion and brand image variables have a significant effect on customer satisfaction and the most dominant variable on customer satisfaction is product quality variable.

Keywords: Brand Image, Price, Customer Satisfaction, Product Quality, Promotion

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Bibliography (2014-2022)