

**PENGARUH CITRA MEREK, HARGA DAN KUALITAS PRODUK TERHADAP
KEPUASAN KONSUMEN CV. GAPURA CREATIVE ENGINEERING DI
KARESIDENAN MADIUN, JAWA TIMUR**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, harga, dan kualitas produk terhadap kepuasan konsumen CV. Gapura Creative Engineering di kota Madiun, Jawa Timur. Sampel dalam penelitian ini adalah 100 responden konsumen CV. Gapura Creative Engineering di kota Madiun, Jawa Timur. Teknik pengumpulan data yang digunakan adalah metode survei dengan menggunakan instrumen penelitian berupa kuesioner. Hasil Uji Instrumen menyatakan bahwa item pertanyaan dalam instrumen penelitian ini terbukti valid dan reliabel. Hasil Uji Asumsi Klasik menyatakan bahwa data dalam penelitian ini terdistribusi secara normal dan menghasilkan model regresi yang bebas dari multikolinearitas, dan heteroskedastisitas. Hasil penelitian ini membuktikan bahwa: (1) Citra merek tidak berpengaruh positif dan signifikan pada CV. Gapura Creative Engineering di kota Madiun, Jawa Timur. (2) Harga tidak berpengaruh positif dan signifikan pada CV. Gapura Creative Engineering di kota Madiun, Jawa Timur. (3) Kualitas produk berpengaruh positif dan signifikan pada CV. Gapura Creative Engineering di kota Madiun, Jawa Timur. Hasil ini memberikan implikasi secara teoritis berupa terujinya pengaruh Citra merek terhadap keputusan pembelian secara empiris. Hasil penelitian ini juga memberikan implikasi bagi CV. Gapura Creative Engineering, untuk meningkatkan citra merek dan harga yang baik agar mampu mempengaruhi Kepuasan konsumen.

Kata kunci: Citra Merek, Harga, Kualitas produk, adalah kepuasan konsumen

**THE EFFECT OF BRAND IMAGE, PRICE AND PRODUCT QUALITY ON
CONSUMER SATISFACTION CV. GAPURA CREATIVE ENGINEERING IN
MADIUN RESIDENCE, EAST JAVA**

ABSTRACT

This study aims to analyze the effect of brand image, price, and product quality on consumer satisfaction CV. Gapura Creative Engineering in the city of Madiun, East Java. The sample in this study were 100 consumer respondents CV. Gapura Creative Engineering in the city of Madiun, East Java. The data collection technique used is a survey method using a research instrument in the form of a questionnaire. The results of the Instrument Test stated that the question items in this research instrument were proven to be valid and reliable. The results of the Classical Assumption Test state that the data in this study are normally distributed and produce a regression model that is free from multicollinearity and heteroscedasticity. The results of this study prove that: (1) Brand image has no positive and significant effect on CV. Gapura Creative Engineering in the city of Madiun, East Java. (2) Price has no positive and significant effect on CV. Gapura Creative Engineering in the city of Madiun, East Java. (3) Product quality has a positive and significant effect on CV. Gapura Creative Engineering in the city of Madiun, East Java. These results provide theoretical implications in the form of testing the influence of brand image on purchasing decisions empirically. The results of this study also have implications for CV. Gapura Creative Engineering, to improve brand image and price in order to be able to influence customer satisfaction decisions.

Keywords: Brand Image, Price, Product quality, is customer satisfaction