

Impact of Price, Brand Image, and Quality of Service on Customer Satisfaction on Ronce
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ABSTRACT

Objective Research to find out the impact of price, brand image, and quality of service on customer satisfaction Ronce Melati Lamongan. Price, Brand Image Service quality simultaneously influences customer satisfaction at Ronce Melati Lamongan. This is demonstrated by the results of Test F can be known the size of the calculation of 61.672. While produced F_{table} 2.70 so that calculation $> F_{table}$ then $H_0 \rightarrow$ accepted so it can be concluded that there is a positive and significant influence between the variable Price, Brand Image, and the quality of service on Customer Satisfaction in Ronce Melati Lamongan. On the coefficient test the determination of R^2 is 0.648. Which means that 65.8% of the variable of consumer satisfaction can be explained by three free variables namely Price, Brand Image, and quality of service. For the remainder, 34.2% is described by other variables outside that variable. Significant to the Purchase Decision at Ronce Melati Lamongan. In linear regression analysis, the Haarga coefficient value for the disciplinary variable is 0.357 and is positive which means that each one-unit increase after the variable will increase consumer satisfaction by 0.357. The results of the study showed that H_0 was rejected and H_a received so $t_{hitung} > t_{table}$ ($4.749 > 1.984$) and $0.05 > \text{sec}$ ($0,000 < 0.05$), so it can be concluded that there is a positive influence and significance between the variable Price, Brand Image and the quality of service simultaneously affecting the Customer Satisfaction at Ronce Melati Lamongan.

Keywords: Price, Brand Image, and Quality of Service

Pengaruh Harga, Brand Image, Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada
Ronce Melati Lamongan

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ABSTRAK

Tujuan Penelitian untuk mengetahui pengaruh Harga, Brand image, Dan Kualitas Pelayanan Terhadap kepuasan konsumen Ronce Melati Lamongan. Harga, *Brand Image* Kualitas Pelayanan secara simultan berpengaruh terhadap kepuasan konsumen di Ronce Melati Lamongan. Hal ini dibuktikan dari hasil Uji F dapat diketahui besarnya F_{hitung} sebesar 61.672. Sedangkan dihasilkan F_{tabel} 2.70 sehingga $F_{hitung} > F_{tabel}$ maka H_0 diterima jadi dapat disimpulkan bahwa ada pengaruh positif dan signifikan antara variabel Harga, Brand Image, dan kualitas pelayanan terhadap Kepuasan Konsumen di Ronce Melati Lamongan. Pada uji Koefesien determinasi R^2 adalah 0,648. Yang artinya 65.8% variabel dari Kepuasan Konsumen dapat dijelaskan oleh ketiga variabel bebas yaitu Harga, Brand Image, dan kualitas pelayanan. Untuk sisanya yaitu 34.2% dijelaskan oleh variabel lain yang diluar variabel tersebut. Signifikan terhadap Keputusan pembelian di Ronce Melati Lamongan. Pada analisis regresi linier berganda nilai koefesien Harga untuk variabel disiplin sebesar 0.357 dan bertanda positif yang berarti bahwa setiap kenaikan satu-satuan setelah variabel maka akan menaikkan Kepuasan Konsumen sebesar 0.357. Hasil penelitian tersebut menunjukkan H_0 ditolak dan H_a diterima sehingga $t_{hitung} > t_{tabel}$ ($4.749 > 1.984$) dan $0,05 > sig$ ($0,000 < 0,05$), jadi dapat disimpulkan bahwa ada pengaruh positif dan signifikasi antara variabel Harga, *Brand Image* dan kualitas pelayanan berpengaruh secara simultan terhadap Kepuasan Konsumen di Ronce Melati Lamongan.

Kata Kunci : Harga, Brand image, Dan Kualitas Pelayanan