

PENGARUH BRAND IMAGE, PRICE DAN SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION INDIHOME

By Emilyya Dwi Hapsari

Abstract

This research is research with a quantitative approach which aims to find out whether there is an influence between the variables of brand image, price and Service Quality on Indihome Customer satisfaction. This research has as its object Indihome users who live in Depok with a sample size of 100 respondents using a purposive sampling technique. The analysis technique uses path analysis with the help of SmartPLS 4.0 as data processing software. The results obtained are that (1) Brand image has a positive and significant effect on Indihome Customer satisfaction. (2) Price has a positive and significant effect on Indihome Customer satisfaction. (3) Service Quality has a positive and significant effect on Indihome Customer satisfaction.

Keywords: Brand image, Price, Service Quality, and Customer satisfaction.

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Abstrak

Penelitian ini menggunakan pendekatan kuantitatif dengan tujuan untuk melihat, mengetahui dan menganalisis apakah terdapat pengaruh antara variabel *brand image*, *price*, dan *service quality* terhadap *customer satisfaction* Indihome. Penelitian ini memiliki objek pengguna Indihome yang berdomisili di Depok dengan jumlah sampel 100 responden dengan Teknik pengambilan sampel *purposive sampling*. Teknik analisis menggunakan *path analysis* dengan bantuan SmartPLS 4.0 sebagai software pengolah data. Hasil yang diperoleh bahwa (1) *Brand image* berpengaruh positif dan signifikan terhadap *Customer satisfaction* Indihome. (2) *Price* berpengaruh positif dan signifikan terhadap *Customer satisfaction* Indihome. (3) *Service Quality* berpengaruh positif dan signifikan terhadap *Customer satisfaction* Indihome.

Kata Kunci : *Brand image*, *Price*, *Service Quality*, dan *Customer satisfaction*.