Analysis of the Influence of Brand Image, Service Quality, and Product Quality on Indihome Customer Satisfaction in DKI Jakarta

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Abstract

This study uses a quantitative method with the aim of proving the influence of Brand Image, Service Quality and Product Quality both directly and indirectly on Customer Satisfaction. This study used 100 respondents from consumers of Indihome DKI Jakarta as primary data, and secondary data researchers obtained through various references related to research. Data were collected using purposive sampling technique and analyzed using descriptive and inferential analysis techniques with the help of SmartPLS software. So that data processing obtains the results that (1) Brand Image has a positive and significant effect on Customer Satisfaction, (2) Service Quality has a positive and significant effect on Customer Satisfaction, (3) Product Quality has a positive and significant effect on Customer Satisfaction

Analisis Pengaruh Elemen *Brand Image*, *Service Quality* dan *Product Quality* terhadap Indihome *Customer Satisfaction* di DKI Jakarta

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Abstrak

Penelitian ini menggunakan metode kuantitatif dengan tujuan untuk membuktikan adanya pengaruh *Brand Image*, *Service Quality* dan *Product Quality* baik secara langsung maupun secara tidak langsung terhadap *Customer Satisfaction*. Penelitian ini menggunakan 100 responden dari pelanggan Indihome DKI Jakarta sebagai data primer dan data sekunder peneliti peroleh melalui berbagai referensi yang berhubungan dengan penelitian. Pengambilan data menggunakan teknik *purposive sampling* dan dianalisis menggunakan teknik analisis deskriptif dan inferensial dengan bantuan perangkat lunak SmartPLS. Sehingga pengolahan data memperoleh hasil bahwa (1) *Brand Image* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, (2) *Service Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, (3) *Product Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*

Kata Kunci: *Brand Image, Service Quality, Product Quality, Customer Satisfaction, Indihome*