

ABSTRAK

**PENGARUH KUALITAS PRODUK TERHADAP KEPUASAN KONSUMEN
MELALUI CITRA MEREK SEBAGAI VARIABEL INTERVENING PADA
KONSUMEN SMARTPHONE SAMSUNG GALAXY NOTE 10
DI DAERAH ISTIMEWA YOGYAKARTA**

Oleh :

Dewi Intan Lestari

1411160415

Mahasiswa Program Studi (S1) Ekonomi Manajemen
Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta
(intandewy66@gmail.com)

This study aims to determine the direct effect of product quality on customer satisfaction and the indirect effect of product quality on customer satisfaction through brand image. The variables in this study are product quality as an independent variable, brand image as an intervening variable, and customer satisfaction as the dependent variable. This research uses comparative causal research with descriptive analytical methods. The population of this research is all the people of Yogyakarta Special Region who use Samsung Galaxy Note 10 smartphones. The samples used were 200 respondents using accidental sampling. Data analysis methods used are descriptive analysis and path analysis. The results of this study indicate that there is a positive and significant influence on product quality on consumer satisfaction, there is a positive and significant influence on product quality on customer satisfaction through brand image. In this study, the direct effect of product quality on customer satisfaction is greater than the indirect effect of product quality on customer satisfaction through brand image.

Keywords : Product Quality, Brand Image, Customer Satisfaction