

**PENGARUH BRAND IMAGE DAN KUALITAS PELAYANAN TERHADAP
KEPUASAN PENGGAN INDIHOME DI KOTA BANDUNG**

Oleh :

Muhammad Fahmy Gozali

Pembimbing :

Dr.Heppy Agustina Vidyastuti,SP.,M.P

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Brand Image dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. Metode yang digunakan adalah penelitian deskriptif dan verifikatif. Teknik pengambilan sample menggunakan *Simple Random Sampling*. Jenis data dalam penelitian ini adalah data primer berupa tanggapan responden melalui penyebaran kuesioner mengenai variabel Brand Image dan Kualitas Pelayanan terhadap Kepuasan Pelanggan IndiHome di Kota Bandung. Hasil penelitian menunjukkan bahwa secara Brand Image termasuk dalam kategori “Kurang Baik” dan Kualitas Pelayanan termasuk dalam kategori “kurang Baik” sedangkan Kepuasan Pelanggan termasuk dalam kategori “Kurang Baik”. Hasil analisis verifikatif menunjukkan bahwa Brand Image dan Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Pelanggan.

Kata kunci : Brand Image, Kualitas Pelayanan, dan Kepuasan Pelanggan.

***THE EFFECT OF BRAND IMAGE AND SERVICE QUALITY ON INDIHOME
CUSTOMER SATISFACTION IN BANDUNG CITY***

By :

Muhammad Fahmy Gozali

Advisor :

Dr.Heppy Agustina Vidyastut,SP.,M.P

ABSTRACT

This study aims to determine the effect of brand image and service quality on customer satisfaction. The method used is descriptive and verification research. The sampling technique uses Simple Random Sampling. The type of data in this study is primary data in the form of respondents' responses through distributing questionnaires regarding Brand Image variables and Service Quality on IndiHome Customer Satisfaction in Bandung City. The results of the study show that Brand Image is included in the "Not Good" category and Service Quality is included in the "Not Good" category while Customer Satisfaction is included in the "Not Good" category. The results of the verification analysis show that Brand Image and Service Quality have a significant effect on Customer Satisfaction.

Keywords: Brand Image, Service Quality, and Customer Satisfaction.