

ABSTRACT

The Effect of Brand Image and Product Quality on Consumer Satisfaction is Mediated by Purchase Decisions (Case study of “Lifebouy” bath soap consumers).

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This study aims to determine the effect of brand image and product quality on consumer satisfaction mediated by purchasing decisions. The method used in this study is a quantitative research method with a sample of 196 respondents. The data analysis technique used is using the PLS-SEM technique, processed with SmartPLS software. The results of this study indicate that brand image has no significant effect on consumer satisfaction through purchasing decisions with t statistics $0.917 < 1.96$ and p value $0.359 > 0.05$ and the coefficient value indicates a negative direction of 0.013. Meanwhile, product quality has a positive and significant influence on consumer satisfaction through purchasing decisions with a t-statistic value of $2.012 > 1.96$ or p value of $0.0424 < 0.05$ and the coefficient shows a positive direction of 0.188. Then the large influence of brand image and product quality variables on purchasing decisions is 0.819 or 81.9% and the magnitude of the influence of brand image and product quality variables on consumer satisfaction is 0.757 or 75.7%.

Keywords: Brand Image, Product Quality, Consumer Satisfaction, and Purchase Decisions.

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