

EFFECT OF PRODUCT QUALITY, BRAND IMAGE ON CUSTOMER SATISFACTION AT TEA PUCUK HARUM PT. TIRTA FRESINDO JAYA PLANT CIMANDE

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Abstract

Background - In the current era of globalization, the industrial business world is experiencing very rapid growth. This is due to the existence of creative and innovative ideas created by a company. Through this marketing concept, it is also experiencing development, in this business world the role of marketing is very important because it is to increase the capabilities of a business so that it is fast and sustainable grow. Every business aims to make a profit, but there is no such goal separated from marketing activities. In these activities, you must have a fixed strategy to attract consumers as sales targets.

Purpose - This study aims to determine and analyze the quality product, brand image either simultaneously or partially on the customer satisfaction of tea pucuk harum PT.Tirta Fresindo Jaya Plant Cimande

methodology - sampling amounted to 100 respondents who were take by purposive sampling techning with the accindel sampling method with the criteria; 1) customers to have purchased at least two product, 2) customer aged 17 years to fill out the questionnaire, 3) buy product tea pucuk harum at the learing center at least twice in city bogor. The questionnaire was tested with validity test, reability test and alsk classical assumption test. the results of these tests. the results of these tests are valid, reliabel, and can be used for regression data. the analytical method used in this research is descriptive and verification method with a quantitative approach.

Findings - the results showed that the variables af quality product and brand image either simultaneously or partially had a positive and significant effect on customer satisfaction at tea pucuk harum PT.Tirta Fresindo Jaya Plant Cimande

Originality - Future researchers can use the research as a reference and references. Research should look for other variables that influences consumer satisfaction other than product quality and brand image such as using product factors, emotional factors, costs and convenience in order to obtain optimal results.

Keywords: product quality , brand image, customer satisfaction
