

**Pengaruh Kualitas Produk, Harga, Promosi dan Citra Merek
Terhadap Kepuasan Konsumen Yang Berdampak Pada Loyalitas
Konsumen
(Pada Konsumen Pengguna Tas Elizabeth di Semarang)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis variabel kualitas produk, harga, promosi dan citra merek terhadap kepuasan konsumen yang berdampak pada loyalitas konsumen pengguna Tas Elizabeth di Semarang. Pengumpulan data dalam penelitian ini menggunakan kuesioner, yang dibagikan di 2 Swalayan ADA yang berbeda lokasi yaitu Swalayan ADA Siliwangi dan Swalayan ADA Setiabudi. Data yang diperoleh dengan metode purposive sampling pada 200 responden dari konsumen pengguna Tas Elizabeth. Data yang diperoleh kemudian dianalisis dengan menggunakan Structural Equation Modeling (SEM). Berdasarkan hasil penelitian diperoleh bahwa kualitas produk, harga dan promosi memiliki pengaruh positif dan signifikan terhadap kepuasan konsumen dan loyalitas konsumen Tas Elizabeth. Tetapi variabel citra merek hanya berpengaruh positif dan signifikan terhadap kepuasann konsumen, sedangkan variabel citra merek dan kepuasan konsumen tidak berpengaruh secara signifikan terhadap loyalitas konsumen.

Kata Kunci : Kualitas Produk, Harga, Promosi, Citra Merek, Kepuasan Konsumen dan Loyalitas Konsumen

**The Influence of Product Quality, Price, Promotion and Brand Image
on Customer Satisfaction Affecting on Customer Loyalty
(Customer of Elizabeth Bags in Semarang)**

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ABSTRACT

The research had purpose to analyze the variables of product quality, price, promotion and brand image on customer satisfaction affecting on customer loyalty of Elizabeth bags in Semarang. Data were collected using questionnaires that are distributed in ADA Supermarkets at 2 different location that are ADA Siliwangi and ADA Setiabudi. Data being obtained by using purposive sampling method on 200 respondents of Elizabeth bags Customers. Then, the collected data were analyzed by structural Equation Modeling (SEM). The result showed that product quality, price and promotion had positive and significant influence on customer satisfaction and customer loyalty. But, brand image variables only have positive and significant influence on customer satisfaction, while variable of brand image and customer satisfaction had insignificantly influence on customer loyalty.

Keyword : Product Quality, Price, Promotion, Brand Image, Customer Satisfaction and Customer Loyalty