

ABSTRAK

Penelitian berjudul “Pengaruh Harga, *Brand image*, Citra Merk dan Tempat terhadap Tingkat Kepuasan Pelanggan pada Kafe Dendy Sky View,” ditulis oleh Muhammad Yanuar Rahmanto, NIM. 12405173056, Program Studi Manajemen dan Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN SATU Tulungagung, dibimbing Wahyu Dwi Warsitasari, M.Pd.

Munculnya beragam jenis produk dan jasa yang memberikan variasi pilihan bagi pelanggan, mengakibatkan pelanggan dapat memilih dan membandingkan antara satu produk dengan produk lain. Upaya untuk mempertahankan keberlangsungan usaha adalah mendapatkan perhatian para pelanggan. Ketika pelanggan merasa bahwa harapan dan kebutuhannya terpenuhi maka pelanggan akan merasa puas.

Rumusan masalah dalam penelitian ini adalah 1) Adakah pengaruh harga terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View?, 2) Adakah pengaruh *brand image* terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View?, 3) Adakah pengaruh citra merk terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View?, 4) Adakah pengaruh tempat terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View?, 5) Adakah pengaruh harga, *brand image*, citra merk dan tempat terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View?.

Pendekatan penelitian ini adalah kuantitatif, jenis penelitian asosiatif. Sampel yang digunakan yaitu *Purposive Sampling* yang berjumlah 98 pelanggan pada Kafe Dendy Sky View. Teknik analisis data menggunakan regresi linier berganda dan uji asumsi klasik.

Hasil penelitian ini menunjukkan bahwa 1) Ada pengaruh secara parsial harga terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View. 2) Ada pengaruh secara parsial *brand image* terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View. 3) Ada pengaruh secara parsial citra merk terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View. 4) Ada pengaruh secara parsial tempat terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View. 5) Ada pengaruh secara simultan harga, *brand image*, citra merk dan tempat terhadap tingkat kepuasan pelanggan pada Kafe Dendy Sky View.

Kata Kunci: *Brand image*, Citra Merk, Harga, Kepuasan Pelanggan dan Tempat

ABSTRACT

The thesis entitled "The Influence of Price, Brand image, Image Brand and Place on the Level of Customer Satisfaction at Dendy Sky View Café," was written by Muhammad Yanuar Rahmanto, NIM. 12405173056, Sharia Business Management Study Program, Faculty of Economics and Islamic Business, UIN SATU Tulungagung, supervised by Wahyu Dwi Warsitasari, M.Pd.

The emergence of many types of products and services that provide a variety of choices for customers, causing customers to choose and compare one product with another. Efforts to maintain business continuity are to get the attention of customers. When customers feel that their expectations and needs are met, they will feel satisfied.

The formulation of the problem in this study is 1) Is there an effect of price on the level of customer satisfaction at the Dendy Sky View Cafe?, 2) Is there any influence of brand image on the level of customer satisfaction at Dendy Sky View Cafe?, 3) Is there any influence of image brand on the level of customer satisfaction at Dendy Sky View Cafe?, 4) Is there any influence of place on the level of customer satisfaction at the Dendy Sky View Cafe? 5), Is there any influence of price, brand image, image brand and place on the level of customer satisfaction at the Dendy Sky View Cafe?.

The research approach uses a qualitative approach. The type of research used is associative. The sample used in this study is the type of purposive sampling by taking a sample of 98 consumers at the Dendy Sky View cafe. The data analysis technique used multiple linear regression and classical assumption test.

The results of this study indicate that 1) There is a partial effect of price on the level of customer satisfaction at Dendy Sky View Cafe. 2) There is a partial effect of brand image on the level of customer satisfaction at Dendy Sky View Cafe. 3) There is a partial effect of brand image on the level of customer satisfaction at Dendy Sky View Cafe. 4) There is a partial influence of place on the level of customer satisfaction at Dendy Sky View Cafe. 5) There is a simultaneous effect of price, brand image, brand image and place on the level of customer satisfaction at Dendy Sky View Cafe.

Keywords: Brand image, Image Brand, Price, Customer Satisfaction and Place