

ABSTRAK

PENGARUH KUALITAS PRODUK, VARIASI PRODUK, DAN CITRA MEREK TERHADAP KEPUASAN KONSUMEN MELALUI KEPUTUSAN PEMBELIAN SPRINGBED MEREK KIRANA DI KIRANA FURNITURE

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, variasi produk, dan citra merek terhadap kepuasan konsumen melalui keputusan pembelian springbed merek kirana di kirana furniture. Penelitian ini menggunakan metode penelitian deskriptif verifikatif dengan pendekatan *ex post facto* dan *survey*. Populasi dalam penelitian ini seluruh pelanggan yang pernah membeli *springbed* merek Kirana di Kirana Furniture selama kurun waktu 3 bulan (Oktober–Desember 2021) yaitu 210 konsumen. Teknik pengambilan sampel dalam penelitian ini adalah *non probability sampling* dengan menggunakan teknik *Purposive Sampling* diperoleh sampel sebanyak 68 konsumen. Pengujian hipotesis secara parsial dilakukan melalui uji t dan secara simultan dilakukan dengan melalui uji F. Hasil penelitian menunjukkan ada pengaruh baik secara parsial atau simultan antara kualitas produk, variasi produk, dan citra merek terhadap kepuasan konsumen melalui keputusan pembelian *springbed* merek kirana di kirana furniture. Berdasarkan hasil pengujian hipotesis, diperoleh $F_{hitung} = 241,018$ dan $F_{tabel} = 2,52$ yang berarti bahwa $F_{hitung} > F_{tabel}$ dengan kadar determinasi sebesar 0,939 atau 93,9% dan sisanya 6,1% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Kualitas Produk, Variasi Produk, Citra Merek, Keputusan Pembelian, Dan Kepuasan Konsumen.

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, PRODUCT VARIATION, AND BRAND IMAGE ON CONSUMER SATISFACTION THROUGH THE PURCHASE DECISION OF KIRANA BRAND SPRINGBED IN KIRANA FURNITURE

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This study aims to determine the effect of product quality, product variety, and brand image on consumer satisfaction through the purchase decision of the Kirana brand springbed at Kirana Furniture. This study uses a descriptive verification method with an ex post facto and survey approach. The population in this study are all customers who have bought a Kirana brand springbed at Kirana Furniture for a period of 3 months (October-December 2021), namely 210 consumers. The sampling technique in this study is non-probability sampling using purposive sampling technique, obtained a sample of 68 consumers. The partial hypothesis testing was carried out through the t test and simultaneously through the F test. The results showed that there was a partial or simultaneous influence between product quality, product variety, and brand image on consumer satisfaction through the purchase decision of Kirana brand springbed at Kirana furniture. Based on the results of hypothesis testing, it is obtained that $F_{count} = 241.018$ and $F_{table} = 2.52$, which means that $F_{count} > F_{table}$ with a determination level of 0.939 or 93.9% and the remaining 6.1% is influenced by other variables not examined in this study.

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