

# **PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN MOTOR NMAX DI SINGARAJA**

**Oleh**

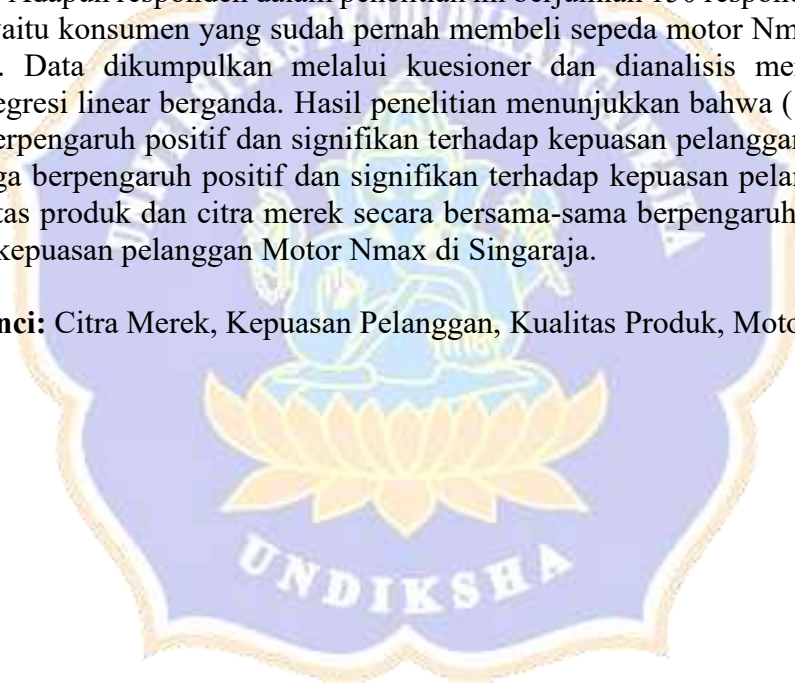
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## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan citra merek terhadap kepuasan pelanggan Motor Nmax di Singaraja secara parsial maupun simultan. Penelitian ini menggunakan metode kuantitatif kausal dengan pengambilan sampel secara *non-probability sampling* melalui teknik *purposive sampling*. Adapun responden dalam penelitian ini berjumlah 150 responden dengan kriteria, yaitu konsumen yang sudah pernah membeli sepeda motor Nmax di Kota Singaraja. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (2) Citra merek juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dan (3) Kualitas produk dan citra merek secara bersama-sama berpengaruh signifikan terhadap kepuasan pelanggan Motor Nmax di Singaraja.

**Kata Kunci:** Citra Merek, Kepuasan Pelanggan, Kualitas Produk, Motor Nmax



***THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON  
CUSTOMER SATISFACTION OF NMAX MOTORCYCLES IN SINGARAJA***

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***ABSTRACT***

*This study aims to examine the effect of product quality and brand image on the satisfaction of Nmax Motorcycle customers in Singaraja partially or simultaneously. This study uses a causal quantitative method with non-probability sampling through purposive sampling technique. The respondents in this study totaled 150 respondents with criteria, namely consumers who have purchased a Nmax motorcycle in Singaraja City. The data was collected through a questionnaire and analyzed using multiple linear regression analysis. The results of the study indicate that (1) product quality has a positive and significant effect on customer satisfaction, (2) brand image also has a positive and significant effect on customer satisfaction, and (3) product quality and brand image together have a significant effect on the satisfaction of Nmax motorcycle customers in Singaraja.*

***Keywords:*** *Brand Image, Customer Satisfaction, Nmax Motorcycle, Product Quality*

