

ABSTRACT

Otomotif Industry in Indonesia are being intensively make innovations to their products, so it is not surprising that competition in the otomotif business has been extremely tight. It is characterized enumerated by many otomotif companies to try their lucky with a foray into the productions many type of motorcycle, as a standart, sport and matic motorcycle. Levels of consumer satisfaction with a product will give a reflection the success of manufacturers in producing the product. Based survey conducted MARS on consumer satisfaction transportation conducted is a decrease of consumer satisfaction index because of decreased level in sales, market share, and user dissatisfaction on 2012 in Indonesia. This study aims to determine whether consumer satisfaction of Yamaha motorcycle users affected by the product quality, service quality and brand image.

The population in this study are the students in Diponegoro University Semarang who use Yamaha motorcycle. Samples were taken of 100 respondents and the techniques used are non-probability sampling technique with Accidental Sampling approach. Data was collected using a survey method through quetionnaires filled out by consumers. Then, the data obtained were analyzed using multiple regression analysis. This analysis includes the validity test, reliability test, classic assumption test, multiple regression analysis, coefficient of determination analysis (R^2) and hypothesis testing through the F test and t test.

The results of analysis using multiple linear regression can be seen that the product quality, service quality, brand image has positive effect of consumer satisfaction Yamaha motorcycle. The results of analysis using the t test can be known by product quality, service quality, brand image significantly influence on the formation of consumer satisfaction Yamaha Motorcycle. The results of analysis using the coefficient of determination is 54,5% consumer satisfaction can be explained by variations of the product quality, service quality, brand image, while 45,5% explained by other variables that are not included in this study.

Keywords : product quality, service quality, brand image and consumer satisfaction.