

ABSTRACT

This research is motivated by business rivalry condition of the automotive motorcycle industry from time to time are getting tight, so the company must create a new marketing strategy to maintain and gain market share higher. As for the problem with this research is “Are product, perceived price and brand image affect customer satisfaction Honda motorcycle at CV. Jaya Abadi Semarang?”. The purpose of this research to analyze the effect of each variable, product (X_1), perceived price (X_2), and brand image (X_3) to customer satisfaction (Y).

In this research, data were collected through questionnaires to 100 respondents user Honda motorcycle in Semarang with the techniques used are Non-probabilty Sampling technique qith Accidental Sampling approach. Then analyze the data obtained in the form of quantitative analysis and qualitative analysis. Quantitative analysis include validity and reliability test, the classis assumption test, hypothesis via the F test and t test and the coefficient of dtermination (R^2). Data analysis techniques used were linear regression analysis that serves to prove the research hypothesis. The data that have met the test validity, test reliability, and classical assumption processed so as to produce the following regression equation :

$$Y = 0,436 X_1 + 0,326 X_2 + 0,246 X_3$$

Resault of the analysis found that factors product, perceived price, and brand image has a positive and significant influence on customer satisfaction. Hypothesis testing using t test showed that three independent variables found to significantly affect customer satisfaction as dependent variables. The through the F test showed that the variables product, perceived price, and brand image has a significant jointly in customer satisfaction. Figures adjusted R square of 0,758 indicates that 75,8% of the variations of customer satisfaction can be explained by three independent variables used in the regression equation. While the rest 24,2 % is explained by another variable outside three variables used with in this research.

Keywords : product, perceived price, brand image, customer satisfaction