ABSTRACT

Indonesia's automotive industry offers a wide range of products, so it is not surprising that competitation in the automotive business particularly small MPV type car has been extreemely tight and the price offered was to be compotitive. Level of customer satisfaction with a product, because if a product will be a failure if thr goods do not give satisfaction to the consumer. Sales of the Honda jazz in 2009 but has decreased the market share of Honda Jazz is still superior than it's competitors. Customer satisfaction with product users Honda jazz car brand is still the strongest brands today than competitors in it is not surprising that Honda jazz in 2007 until the year 2009 was award costumer satisfaction Honda jazz influnced by perceptions of quality, service quality, brand associations and brand loyalty.

The population in thisstudy were in users of the Honda in 2007 to 2009 in the city of Semarang. Samples taken as many as 100 respondents using the techniqueincidental. Then in doing an analysis of data obtained using multiple regression analysis. This analysis includes : test validity, reliability, classic assumption test, multiple regression analysis, hypothesis testing through the F test and t test, and analysis of coefficient of determination (R^2).

Based results, obtained regression equation: $Y = 0,233X_1 + 0,192X_2 + 0,271X_3 + 0,228X_4$. Based on statical data analysis, the indicators in this resreach is valid and the variabels are reability. In testin the assumption of classical, model regression multikolonieritas, does not occur heterokeasitas, and normal distribution. Sequance of individuals from each of the most each of the most influential variabel is the variabel brand association with regression coefficient of 0,271, and perception of quality with regression coefficient of 0,271, and perception of quality with a regression coefficient of 0,233, followed by brand loyalty with a large variable coefficient of 0,288 and the lowest in the variable quality of service with coefficient of 0,192. The computation of hypothesis using the test showed that the independent variable in meticulous proved significant. Then thourgh the F test can be know that the indepemdent variable is feasible to test consumer satisfaction dependen variable. Figures adjusted R square of 0,524 indicates that 52,4% variable of consumersatis faction can be explained by four independent variables in the regression quation. The remaining 47,6% is explained by other variable out side of the four variable used in this study.

Key word : perceived quality, quality service, brand association, brand loyalty