

ABSTRACT

The influence of product quality, price and brand image research on customer trust impact on customer satisfaction. The objectives of research are : (1) the effect of product quality on customer trust, (2) the effect of price on customer trust, (3) the effect of brand image on customer trust, (4) the effect of customer trust on customer satisfaction and (5) the product quality, price, and brand image on customer trust impact on customer satisfaction. Type of research is explanatory research with quantitative approach. The sample is 100 respondents who use Yamaha Mio motorcycle at PT. Yamaha Manufacturing. Sampling technique is proportionate stratified random sampling. Data collection method is questionnaire. Data analysis is path analysis and descriptive analysis. Analysis of the data using statistical analysis with the help of IBM SPSS 20 software program. The result showed that (1) the quality of the product, price and brand image positive and significant impact on customer trust. (2) the customer trust positive and significant impact on customer satisfaction.