**ARTIKEL**

**PENGARUH KUALITAS PRODUK DAN HARGA**

**TERHADAP CITRA MEREK SERTA IMPLIKASINYA**

**PADA KEPUASAN PELANGGAN**

**(Suatu Survei Pada Minuman Energi M-150** **di Kota Bandung)**

**MUHAMMAD SYAIFUL ANWAR**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk dan harga terhadap citra merek serta implikasinya pada kepuasan minuman energi M-150 di Kota Bandung). Hasil penelitian ini diharapkan dapat memberikan masukan produsen minuman berenergi di Kota Bandung dan perusahaan lainnya yang sejenis dalam menentukan strategi dan kebijakan serta pengambilan keputusan terutama yang berkaitan dengan perbaikan kualitas produk dan harga serta citra merek dalam rangka meningkatkan kepuasan pelanggan.

Metode penelitian yang digunakan adalah analisis deskriptif dan verifikatif. Pengumpulan data yang digunakan adalah wawancara dengan menggunakan kuesioner disertai dengan teknik observasi dan kepustakaan, Pengambilan sampel menggunakan *cluster random sampling*. Pengumpulan data di lapangan dilaksanakan pada tahun 2021. Teknik analisis data menggunakan Analisis Jalur.

Hasil penelitian menunjukan bahwa secara umum kualitas produk, harga, citra merek dan kepuasan pelanggan minuman energi M-150 di Kota Bandung cenderung cukup baik dan cukup puas. Terdapat pengaruh kualitas produk dan harga terhadap citra merek baik secara parsial maupun simultan dan citra merek berpengaruh terhadap kepuasan pelanggan. Secara parsial dapat diketahui bahwa variabel harga lebih dominan mempengaruhi citra merek minuman energi M-150 di Kota Bandung, disusul kemudian kualitas produk.

Kata Kunci : kualitas produk, Harga, Citra Merek, Kepuasan Pelanggan

*ABSTRACT*

*This study aims to determine and analyze the effect of product quality and price on brand image and its implications for the satisfaction of the M-150 energy drink in the city of Bandung). The results of this study are expected to provide input for energy drink producers in the city of Bandung and other similar companies in determining strategies and policies and making decisions, especially those related to improving product quality and price and brand image in order to increase customer satisfaction.*

*The research method used is descriptive analysis and verification. The data collection used is an interview using a questionnaire accompanied by observation and literature techniques, Sampling using cluster random sampling. Data collection in the field will be carried out in 2021. The data analysis technique uses Path Analysis.*

*The results showed that in general the product quality, price, brand image and customer satisfaction of the M-150 energy drink in Bandung tended to be quite good and quite satisfied. There is an effect of product quality and price on brand image either partially or simultaneously and brand image has an effect on customer satisfaction. Partially it can be seen that the price variable is more dominant in influencing the brand image of the M-150 energy drink in the city of Bandung, followed by product quality.*

*Keywords: Product Quality, Price, Brand Image, Customer Satisfaction*

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