

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand image*, *price*, dan *packaging* terhadap kepuasan konsumen pada mahasiswi STIESIA Surabaya. Kepuasan konsumen diukur dengan sistem keluhan dan saran, *ghost shopping*, *lost customer analysis*, survei kepuasan pelanggan.

Jenis penelitian ini adalah penelitian kuantitatif deskriptif. Populasi penelitian adalah seluruh mahasiswa STIESIA Surabaya angkatan 2017, 2018, 2019, 2020. Proses pengambilan sampel menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* didapatkan sampel sebanyak 88 responden. Data penelitian diambil selama bulan oktober 2022 sampai dengan februari 2023. Teknik analisis data dilakukan dengan menggunakan Regresi linier Berganda dengan bantuan program SPSS versi 26.0.

Hasil Penelitian menunjukkan bahwa variabel *brand image* dan *price* berpengaruh positif dan signifikan terhadap kepuasan konsumen. Sedangkan variabel *packaging* berpengaruh positif dan tidak signifikan terhadap kepuasan konsumen.

**Kata kunci:** *Brand Image, Price, Packaging, Kepuasan Konsumen.*

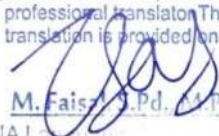
## **ABSTRACT**

*The Research aimed to examine the effect of brand image, price, and packaging product on the consumers' satisfaction of Student of STIESIA Surabaya. While consumers' satisfaction was measured by complain and suggest system, ghost shopping, lost customer analysis, customers' satisfaction survey.*

*The research was descriptive-quantitative. Moreover, the population was all students of STIESIA Surabaya in the academic years of 2017, 2018, 2019, and 2020. The data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 88 respondents as the sample. Furthermore, the data were taken from October 2022 until February 2023.*

*The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 26.0 version. The result showed that both brand image and price had a positif and significant effect on the customers' satisfaction of Student of STIESIA Surabaya. On the other hand, the packaging product had a positive but insignificant effect on the customers' satisfaction of Student of STIESIA Surabaya.*

*Keywords: Brand Image, Price, Packaging Product, Customers Satisfaction*

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