

ABSTRAK

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Judul : Pengaruh Harga, Kualitas Pelayanan, dan *Brand Image* Terhadap Kepuasan Konsumen Mie Gacoan Cabang pamulang
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Kepuasan konsumen berperan penting dalam keberlanjutan bisnis, terutama di industri kuliner yang kompetitif. Mie Gacoan perlu memahami faktor seperti harga, kualitas pelayanan, dan *Brand Image* yang memengaruhi persepsi dan loyalitas konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan, dan *brand image* terhadap kepuasan konsumen Mie Gacoan di Cabang Pamulang. Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas pelayanan, dan *brand image* terhadap kepuasan konsumen di Cabang Pamulang. Sampel penelitian terdiri dari 100 responden yang dipilih menggunakan teknik *purposive sampling*. Data dianalisis dengan metode Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) menggunakan *SmartPLS 4*. Hasil penelitian menunjukkan bahwa harga, kualitas pelayanan, dan *brand image* berpengaruh positif dan signifikan terhadap kepuasan konsumen, dengan p-value masing-masing lebih kecil dari 0,005.

Kata Kunci : *Brand Image*, Harga, Kualitas Pelayanan, Kepuasan Konsumen, Mie Gacoan

ABSTRACT

Customer satisfaction plays an important role in business continuity, especially in the competitive culinary industry. Mie Gacoan needs to understand factors such as price, service quality, and brand image that affect consumer perception and loyalty. This study aims to determine the effect of price, service quality, and brand image on customer satisfaction of Mie Gacoan in the Pamulang Branch. This study aims to analyze the effect of price, service quality, and brand image on customer satisfaction in the Pamulang Branch. The research sample consisted of 100 respondents selected using purposive sampling techniques. The data were analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) using SmartPLS 4. The results showed that price, service quality, and brand image had a positive and significant effect on customer satisfaction, with p-values of each less than 0.005.

Keywords: *Brand Image, Customer Satisfaction, Mie Gacoan, Price, Service Quality,*