

## ABSTRAK

Menjaga kesehatan kulit wajah sangatlah penting guna untuk tampil percaya diri saat beraktivitas diluar. Produk kecantikan atau kosmetik memiliki peran yang sangat penting karena merupakan kebutuhan remaja terutama kaum wanita untuk tetap tampil cantik. Tabir surya atau *sunscreen* Wardah merupakan produk yang sedang banyak diminati oleh kaum Wanita dalam melindungi kulit wajah dari paparan sinar matahari saat melakukan kegiatan diluar rumah. Penelitian ini mencoba untuk memastikan dampak kualitas produk, harga dan citra merek terhadap kepuasan konsumen dikecamatan Randuagung. 150 konsumen yang menggunakan *sunscreen* Wardah merupakan populasi penelitian, yang dilakukan di Desa Ranuwurung, kecamatan Randuagung. Dan sebanyak 60 responden sebagai sampel yang diperoleh dengan perhitungan rumus slovin dengan menggunakan teknik simple random sampling. Menggunakan teknik analisis regresi linier berganda. Hasil penelitian menunjukkan sudah memenuhi uji instrumen sampai uji asumsi klasik dan hipotesis. Dengan hasil penelitian kualitas produk dan harga berpengaruh signifikan terhadap kepuasan konsumen. Sedangkan citra merek tidak berpengaruh terhadap kepuasan konsumen *sunscreen* Wardah.

**Kata Kunci: Kualitas Produk, Harga, Citra Merek, Kepuasan Konsumen**

## **ABSTRACT**

*Maintaining healthy facial skin is very important in order to look confident when doing activities outside. Beauty products or cosmetics have a very important role a very important role because it is a need for teenagers, especially women to keep looking beautiful. Sunscreen or dsunscreen Wardah is a product that is in great demand by women in protecting their skin. product that is currently in great demand by women in protecting the skin face from sun exposure while doing activities outside the home. This study tries to ascertain the impact of product quality, price and brand image on consumer satisfaction in the brand image on consumer satisfaction in Randuagung sub-district. 150 consumers who using Wardah sunscreen is the research population, which is conducted in Ranuwurung Village, Randuagung sub-district. And as many as 60 respondents as sample obtained by calculating the slovin formula using the simple random sampling technique. simple random sampling technique. Using multiple linear regression analysis techniques. The results showed that it had fulfilled the instrument test until the classic assumption test and hypothesis. assumption test and hypothesis. With the results of research on product quality and price have a significant effect on customer satisfaction. While brand image has no effect on Wardah sunscreen customer satisfaction.*

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