

**USULAN SKRIPSI**

**PENGARUH *SERVICE EXCELLENT*, *BRAND IMAGE* DAN *PRODUCT QUALITY* TERHADAP *CUSTOMER SATISFACTION* PAKAIAN  
MUSLIM MAYANG COLLECTION LUMAJANG**

**SKRIPSI**

Diajukan sebagai salah satu syarat untuk  
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**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui pengaruh *service excellent*, *brand image* dan *product quality* terhadap *customer satisfaction* pakaian muslim mayang collection lumajang, baik secara parsial maupun secara simultan. Penelitian ini melakukan pengujian terhadap hipotesis yang menyatakan terdapat pengaruh *service excellent*, *brand image* dan *product quality* terhadap *customer satisfaction* pakaian muslim mayang collection lumajang. Metode yang digunakan adalah metode statistic regresi linier berganda. Hasil penelitian menunjukkan bahwa variabel *service excellent* berpengaruh terhadap *customer satisfaction* muslim mayang collection lumajang, variabel *brand image* berpengaruh terhadap *customer satisfaction* muslim mayang collection lumajang, dan *product quality* tidak berpengaruh terhadap *customer satisfaction* muslim mayang collection lumajang. Sedangkan secara simultan terdapat pengaruh *service excellent*, *brand image* dan *product quality* terhadap *customer satisfaction* pakaian muslim mayang collection lumajang dengan koefisien determinasi (*Adjusted R<sup>2</sup>*) diperoleh sebesar 0,764, yang menunjukkan bahwa 76,4% *customer satisfaction* muslim mayang collection lumajang dipengaruhi oleh *service excellent*, *brand image* dan *product quality*, sedangkan sisanya yaitu 23,6% *customer satisfaction* dipengaruhi oleh variabel-variabel lainnya yang tidak diteliti dalam penelitian ini.

**Kata Kunci :** *Service excellent*, *brand image*, *product quality* dan *customer satisfaction*



**PENGARUH SERVICE EXCELLENT, BRAND IMAGE DAN PRODUCT QUALITY TERHADAP CUSTOMER SATISFACTION PADA AKSIAN MUSLIM MAYANG COLLECTION LUMAJANG**

**ABSTRACT**

*The purpose of this study is to determine the effect of service excellent, brand image and product quality to customer satisfaction Muslim clothing mayang collection lumajang, either partially or simultaneously. This study tested the hypothesis that there is the effect of service excellent, brand image and product quality to customer satisfaction Muslim clothing mayang collection lumajang. The method used is multiple linear regression statistic method. The result of this research shows that service excellent variables have influence to customer satisfaction muslim collection of lumajang, brand image variables influential on customer satisfaction mayang collection lumajang, and product quality does not affect customer satisfaction muslimmayang collection lumajang. While simultaneously there is the effect of service excellent, brand image and product quality to customer satisfaction Muslim clothes collection collection lumajang with coefficient of determination (Adjusted R<sup>2</sup>) diperoleh 0.764, which indicates that 76.4% customer satisfaction Muslim mayang collection lumajang influenced by service excellent, brand image and product quality, while the remaining 23.6% customer satisfaction is influenced by other variables not examined in this research.*

**Keyword** :service excellent, brand image, product quality and customer satisfaction

