

ABSTRACT

This research was conducted based on the problem of the KYT helmet brand which experienced many complaints with its consumers in terms of quality so that it affected the brand image with its consumers where the KYT helmet brand has a feeling of dissatisfaction with KYT helmet products. However, the KYT helmet brand is well known throughout the consumer circles so a strategy is needed to increase satisfaction with its consumers. The purpose of this study is to determine the influence of product quality and brand image on consumer satisfaction in KYT helmet products.

The population used in this study was KYT helmet users. This research was conducted using quantitative methods with a descriptive type of research. The data analysis technique used is multiple linear analysis using the questionnaire dissemination survey method. The data used in this study were primary data from respondents who had filled out a questionnaire with a total of 100 people, using the nonprobability sampling method of purpose sampling.

Based on the results of partial hypothesis testing, all independent variables have a significant effect on the dependent variable of consumer satisfaction with KYT helmet users. Meanwhile, based on the results of the f test study (simultaneously) it was found that $f_{\text{count}} > f_{\text{table}}$ ($19.425 > 3.09$). Which shows that product quality and brand image have a simultaneous significant influence on consumer satisfaction in users of KYT helmet products

Keywords : *Product quality, Brand Image, Customer Satisfaction, KYT*