

ABSTRACT

This research focuses on understanding the relationship between Product Quality, Brand Image, and Customer Satisfaction within the context of Somethinc Products' customer base. The study employs quantitative methods to analyze data collected from 160 customers through a Google Form questionnaire distributed via platforms like WhatsApp and social media. Descriptive statistics are utilized to analyze the data, and various tests such as normality, multicollinearity, and heteroscedasticity are conducted to ensure the validity of the regression model.

The findings reveal that participants consistently rated product quality higher than brand image. The mean score for product quality is 26.238, while brand image exhibits a mean score of 17.519. The study employs regression analysis to assess the impact of product quality and brand image on customer satisfaction. The coefficient of determination (R^2) is calculated to be 0.708, indicating that 70.8% of the variances in customer satisfaction are explained by the interplay of product quality and brand image.

Furthermore, the ANOVA tests confirm the significant influence of both product quality and brand image on customer satisfaction. The path analysis undertaken illustrates the direct and indirect effects of product quality and brand image on customer satisfaction. The model reveals that the indirect effect of product quality via brand image has a substantial impact on customer satisfaction.

In conclusion, this study provides empirical evidence of the influential role of product quality and brand image in driving customer satisfaction. The research contributes to the understanding of consumer behavior and marketing strategies, emphasizing the importance of maintaining high product quality and favorable brand image for enhancing customer satisfaction.

Keywords: *product quality, brand image, customer satisfaction*