

**THE INFLUENCE OF PRICE, PRODUCT QUALITY, BRAND
IMAGE TOWARDS CUSTOMER VALUE AND CUSTOMER
SATISFACTION OF ELIZABETH WOMEN BAG
IN SURABAYA**

Thesis for S-1



BY:

LIDIA MERY CHRISTIE

3303014047

**INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2018**

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BRAND IMAGE TOWARDS CUSTOMER VALUE AND
CUSTOMER SATISFACTION OF ELIZABETH
WOMEN BAG IN SURABAYA**

THESIS

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WIDYA MANDALA CATHOLIC UNIVERSITY
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The Bachelor Degree of
International Business Management Program

By:
LIDIA MERY CHRISTIE
3303014047

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FACULTY OF BUSINESS
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APPROVAL PAGE

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By:
LIDIA MERY CHRISTIE
3303014047

Has been approved and accepted
To be submitted to the Panel team

Advisor I,



Maria Mia Kristanti, SE., MM.

Date:.....29/6/18.....

Advisor II,



Dr. Wahyudi Wibowo

Date:.....29/6/18.....

VALIDATION PAGE

Thesis written by Lidia Mery Christie NRP. 3303014047 has been examined on 10 August 2018 and declared PASSED by the Panel Team.

Examiner Team Leader:



Dr. Tuty Lindawati, S.E., M.M.
NIK. 311.97.0297

Acknowledged by:



Dr. Lodovicus Lasdi, MM., Ak., CA.

Dean of Business Faculty,
NIK. 321.99.0370



Robertus Sigit H. L., SE., M.Sc.

Head of Management,
NIK. 311.11.0678

AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : LIDIA MERY CHRISTIE

NRP : 3303014047

Title : THE INFLUENCE OF PRICE, PRODUCT
QUALITY, BRAND IMAGE TOWARDS
CUSTOMER VALUE AND CUSTOMER
SATISFACTION OF ELIZABETH WOMEN BAG
IN SURABAYA

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Surabaya, ^{9 July}..... 2018

Stated by,



(Lidia Mery Christie)

FOREWORD

All praise and thankfulness submitted to Jesus Christ, who has given His blessings, guidance, and grace that helped the author in finishing this Case Study entitled: The Influence of Price, Product Quality, Brand Image towards Consumer Value and Consumer Satisfaction. This research is a requirement in achieving Bachelor's Degree at the Department of International Business Management of Business Faculty in Widya Mandala Catholic University Surabaya.

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May this research could be useful in the educational development and for all readers.

Surabaya, 29 June 2018
Researcher

Lidia Mery Christie

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THE INFLUENCE OF PRICE, PRODUCT QUALITY, BRAND IMAGE
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Abstract

The purpose of this study is to analyze the influence of price, product quality, brand image towards customer value and customer satisfaction of Elizabeth women bag in Surabaya. This research is causal study. The sampling technique is random sampling. The total number of respondents are 150 female. The respondents are Elizabeth customers, which bought minimum 3 pieces of women bags for the last 2 years. To participate in this study, the respondents must fill out the questionnaire given by researcher. The analysis technique is using Structural Equation Modelling with LISREL 8.8 as analysis tool.

The research results show that all the variables in the research have a significant effect with one to another. The suggestion is Elizabeth should enhance and maintain their product quality to make customer satisfied and delighted.

Keywords: Price, Product Quality, Brand Image, Customer Value, Customer Satisfaction

PENGARUH HARGA, KUALITAS PRODUK, CITRA MEREK
TERHADAP NILAI KONSUMEN DAN KEPUASAN KONSUMEN
TAS WANITA ELIZABETH DI SURABAYA

Abstrak

Penelitian ini bertujuan untuk menganalisa pengaruh harga, kualitas produk, citra merek terhadap nilai konsumen dan kepuasan pelanggan tas wanita Elizabeth di Surabaya. Penelitian ini adalah penelitian kausal. Metode yang digunakan untuk pengambilan data dalam penelitian ini adalah random sampling. Sampel yang digunakan sebanyak 150 responden wanita. Responden merupakan pelanggan Elizabeth yang sudah membeli minimal 3 buah tas wanita Elizabeth dalam 2 tahun terakhir. Untuk berpartisipasi dalam penelitian ini, responden harus mengisi kuesioner yang dibagikan oleh peneliti. Teknik Analisa yang digunakan dalam penelitian ini adalah Structural Equation Modelling dengan penggunaan alat uji LISREL 8.8.

Hasil penelitian menunjukkan bahwa semua variabel dalam penelitian memiliki pengaruh yang signifikan satu dengan yang lain. Sarannya adalah Elizabeth harus meningkatkan dan mempertahankan kualitas produk mereka untuk membuat pelanggan puas dan senang.

**Keywords: Harga, Kualitas Produk, Citra Merek, Nilai
Pelanggan, Kepuasan Pelanggan**