

ABSTRACT

UlumZakiya. 2013. The Influence Of Brand Image To Consumer Satisfaction Of Motorcycle Of Supra X 125 (Cases Study At Student Of University Of Trunojoyo Madura In Bangkalan), under the guidance of Dr. H. Pribanus Wantara Drs. MM and Fathor AS. SE. MM

The objectives of this research to know (1) the influence of brand image variables which consist of brand personality, brand value, brand relation-consumer, and user image to consumer satisfaction of motorcycle of supra x 125 (cases study at student of university of Trunojoyo Madura in Bangkalan), (2) the influence brand personality to consumer satisfaction, (3) the influence brand value to consumer satisfaction, (4) the influence brand relation-consumer to consumer satisfaction, (5) the influence user image to consumer satisfaction.

This research is quantitative research approach which tried to know how the influence of brand image to consumer satisfaction of motorcycle of supra x 125 (cases study at student of university of trunojoyomadura in bangkalan). Sampling has been developed through accidental sampling, resulting 50 respondents. The technique of gathered data there are interview, literature, and questionnaire, and 5-point Likert Scale to measure the respondent's answer. To test instrument used validities test, reliabilities tes, and classical assumption test. While the technique of data analysis used double linier regression because which is used more than two variable with F test and t test.

The result of this research shows that (1) brand image variables which consist of brand personality, brand value, brand relation-consumer, and user image to have influence simultaneously consumer satisfaction of motorcycle of supra x 125 (cases study at student of university of Trunojoyo Madura in Bangkalan), (2)brand personality has significant influence to consumer satisfaction,(3) brand value has significant influence to consumer satisfaction, (4) brand relation-consumer has significant influence to consumer satisfaction, (5) user image has significant influence to consumer satisfaction.

Keywords : brand image, brand personality, brand value, brand relation-consumer, user image, consumer satisfaction.