

## ABSTRAK

Penelitian ini menguji pengaruh kualitas produk, citra merek, persepsi harga dan promosi terhadap kepuasan konsumen produk minuman *Chatime*. Sampel dalam penelitian ini adalah konsumen produk minuman *Chatime* di Kota Semarang. Teknik sampling dalam penelitian ini menggunakan teknik *purposive sampling*. Metode pengumpulan data dilakukan menggunakan kuesioner secara daring melalui *google form* terhadap 100 responden. Terdapat 4 hipotesis yang diuji dalam penelitian ini. Metode analisis yang digunakan dalam penelitian ini yaitu analisis deskripsi responden, deskripsi variabel, uji validitas, uji reliabilitas dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa citra merek, persepsi harga dan promosi berpengaruh positif signifikan terhadap kepuasan konsumen. Sedangkan kualitas produk tidak berpengaruh terhadap kepuasan konsumen.

**Kata Kunci : Kualitas Produk, Citra Merek, Persepsi Harga, Promosi, Kepuasan.**

## **ABSTRACT**

*This study examines the effect of product quality, brand image, price perception and promotion on consumer satisfaction of Chatime beverage products. The sample in this study were consumers of Chatime beverage products in the city of Semarang. The sampling technique in this study used a purposive sampling technique. The method of data collection was carried out using an online questionnaire via google form to 100 respondents. There are 4 hypotheses tested in this study. The analytical method used in this study are the analysis of respondents' descriptions, variable descriptions, validity tests, reliability tests and multiple linear regression analysis. The results showed that brand image, price perception and promotion had a significant positive effect on consumer satisfaction. While product quality has no effect on consumer satisfaction.*

**Keywords: Product Quality, Brand Image, Price Perception, Promotion, Satisfaction.**