

ABSTRAK

CITRA MEREK DAN FASILITAS TERHADAP KEPUTUSAN MEMILIH KULIAH DI LP3I LAMPUNG DENGAN KEPUASAN KONSUMEN DEBAGAI VARIBEL INTERVENING

Oleh

Catur Yuda Pujiani

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh (1) Citra Merek terhadap Keputusan Memilih, (2) Fasilitas terhadap Keputusan Memilih, (3) Citra Merek terhadap Kepuasan Konsumen, (4) Fasilitas terhadap Kepuasan Konsumen, (5) Kepuasan Konsumen terhadap Keputusan Memilih, (6) Citra Merek terhadap Keputusan memilih secara tidak langsung melalui Kepuasan Konsumen sebagai variabel intervening, (7) Fasilitas terhadap Keputusan Memilih secara tidak langsung melalui Kepuasan Konsumen sebagai variabel intervening.

Populasi penelitian ini adalah alumni mahasiswa LP3I Lampung sebanyak 535 dari angkatan tahun 2014 sampai dengan tahun 2022, dengan sampel sebanyak 229 responden .

Penelitian ini menunjukkan hasil bahwa (1) Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Memilih sebesar 73,9%. (2) Fasilitas berpengaruh positif dan signifikan terhadap Keputusan Memilih sebesar 79,2 %. (3) Citra merek berpengaruh positif dan signifikan terhadap Kepuasan Konsumen sebesar 81%. (4) Fasilitas berpengaruh positif dan signifikan terhadap Kepuasan Konsumen sebesar 75,7%. (5)Kepuasan Konsumen berpengaruh positif dan signifikan terhadap Keputusan Memilih sebesar 82,8 %. (6) Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Memilih secara tidak langsung melalui Kepuasan Konsumen sebagai variabel intervening sebesar 82%. (7) Fasilitas berpengaruh positif dan signifikan terhadap Keputusan Memilih secara tidak langsung melalui Kepuasan konsumen sebagai variabel intervening sebesar 79,2 %

Kata kunci: Citra Merek, Fasilitas, Keputusan Memilih dan Kepuasan Konsumen

ABSTRACT

THE INFLUENCE OF BRAND IMAGE AND FACILITIES ON THE DECISION TO ENROLL AT LP3I LAMPUNG AND CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

By

Catur Yuda Pujiani

This study aims to determine the extent of the influence of (1) Brand Image on Decision Making, (2) Facility on Decision Making, (3) Brand Image on Customer Satisfaction, (4) Facility on Customer Satisfaction, (5) Customer Satisfaction on Decision Making, (6) Brand Image on the Decision to choose indirectly through Customer Satisfaction as an intervening variable, (7) Facility on the Decision to choose indirectly through Customer Satisfaction as an intervening variable.

The population of this study were 535 alumni of LP3I Lampung students from the 2014 to 2022 batch, with a sample of 229 respondents.

This study shows that the results of the value of (1) Brand Image on Decision Making is 73.9%, so, it can be inferred that the Brand Image variable has a positive and significant effect on Decision Making variable; (2) Facility has a positive and significant effect on Decision Making with a value of 79.2%; (3) Brand image has a positive and significant effect on customer satisfaction with a value of 81%; (4) Facility has a positive and significant effect on customer satisfaction with a value of 75.7%; (5) Customer satisfaction has a positive and significant effect on Decision Making with a value of 82.8%. (6) Brand image has a positive and significant effect on Decision Making to choose indirectly through customer satisfaction as an intervening variable with a value of 82%; (7) Facility has a positive and significant effect on Decision Making to choose indirectly through customer satisfaction as an intervening variable with a value of 79.2%.

Keywords: Brand Image, Facility, Decision Making, and Customer Satisfaction