

**The Effect Of Product Quality, Price, And Brand Image On Customer Satisfaction Of Eiger
Footwear And Sandals Products
In Jember Regency**

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ABSTRACT

This study aims to analyze the effect of product quality, price, and brand image on customer satisfaction of Eiger footwear and sandals products in Jember Regency. A quantitative approach was used in this study with a population of Eiger footwear consumers in Jember Regency. Sampling was carried out using a non-probability sampling technique with a purposive sampling method, resulting in 100 respondents. Data were collected through questionnaires and analyzed using multiple linear regression analysis, validity and reliability tests, classical assumption tests, t-test, F-test, and coefficient of determination using SPSS software. The partial results of the study show that: (1) Product quality does not have a significant effect on customer satisfaction; (2) Price has a positive and significant effect on customer satisfaction; and (3) Brand image has a positive and significant effect on customer satisfaction. Simultaneously, product quality, price, and brand image have a significant effect on customer satisfaction. The Adjusted R Square value of 0.546 indicates that the three independent variables are able to explain 54.6% of the variation in customer satisfaction, while the remaining 45.4% is influenced by other factors outside the research model.

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