ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Perceived Quality, Brand loyality terhadap Kepuasan Konsumen dengan Kepercayaam konsumen sebagai variabel Intervening. Sampel penelitian ini adalah mahasiswa universitas putra Indonesia "YPTK" Padang. Pengumpulan data dilakukan dengan kuesioner disebarkan menggunakan Google Form ke Mahasiswa Universitas Putra Indonesia "Yptk" Padang sebanyak 98 kuesioner. Variabel dependen adalah Kepuasan Konsumen sedangkan variabel Independennya adalah Perceived Quality, dan Brand Loyaliy, variabel intervening adalah Kepercayaan Konsumen. Adapun secara keseluruhan analisis data ini menggunakan bantuan komputer dengan SPSS for windows versi 16.0.

Hasil penelitian ini menunjukkan bahwa (1) *perceived quality* berpengaruh positif dan signifikan terhadap kepercayaan konsumen, (2) *brand loyality* berpengaruh positif dan dignifikan terhadap kepercayaan konsumen, (3) *perceived quality, brand loyality* secara bersama-sama berpengaruh positif dan signifikan terhadap kepercayaan konsumen, (4) *perceived quality* berpengaruh positif dan signifikan terhadap kepuasan konsumen, (5) *brand loyality* berpengaruh positif dan signifikan terhadap kepuasan konsumen, (6) kepercayaan konsumen berpengaruh positif dan signifikan terhadap kepuasan konsumen, (7) *perceived quality, brand loyality* dankepercayaan konsumen secara bersama-sama berpengaruh positif dan signifikan terhadap kepuasan konsumen, (8) *perceived quality* berpengaruh positif dan signifikan terhadap kepuasan konsumen melalui kepercayaan konsumen sebagai variabel intervening, (9) *brand loyality* berpengaruh positif dan signifikan terhadap kepuasan konsumen melalui kepercayaan konsumen sebagai variabel intervening. Hasil uji koefisien determinasi (R^2) mengindikasi bahwa kontribusi variabel *perceived quality*, *brand loyality* terhadap kepercayaan konsumen sebesar 0,314 atau 31,4% sedangkan sisanya sebesar 68,6% di pengaruhi oleh variabel lain. Sedangkan hasil uji koefisien determinasi (R^2) mengindikasi bahwa kontribusi variabel *perceived quality, brand loyality*, kepercayaan konsumen terhadap kepuasan konsumen sebesar 0,686 atau 68,6% sedangkan sisanya sebesar 31,4% di pengaruhi oleh variabel lain. Hasil model path Hubungan langsung Perceived Quality terhadap Kepercayaan Konsumen sebesar 0,426. Hubungan langsung Brand loyality terhadap Kepercayaan Konsumen sebesar 0,262. Hubungan langsung Perceived Quality terhadap Kepuasan Konsumen sebesar 0,564. Hubungan langsung Brand loyality terhadap Kepuasan Konsumen sebesar 0,135. Hubungan langsung Kepercayaan Konsumen terhadap Kepuasan Konsumen sebesar 0,376. Sedangkan Hubungan tidak langsung Perceived Quality terhadap Kepuasan Konsumen dengan Kepercayaan Konsumen sebagai Variabel Intervening 0,426 X 0,376 = 0,160. Hubungan tidak langsung Brand loyality terhadap Kepuasan Konsumen dengan Kepercayaan Konsumen sebagai Variabel Intervening 0,362 X 0,376 = 0,136.

Kata Kunci: Perceived Quality, Brand Loyality, Kepercayaan Konsumen dan Kepuasan Konsumen

ABSTRACT

This study aims to determine the effect of perceived quality, brand loyality on consumen satisfaction with consumer confidence as an Intervening variable. The sample of this research is the study in Putra Indonesia "Yptk" University of Padang city. Data collection was carried out with a questionnaire distributed directly to the study of Putra Indonesia "Yptk" University of 98 questionnaires. The dependent variable is consumer satisfaction while the independent variable is perceived quality, and brand loyality, intervening variable is consumen confidence. As for the overall analysis of this data using computer assistance with SPSS 16.0 software program

The results of this study indicate that (1) perceived quality have a positive and significant effect on consumer confidence, (2) brand loyality has a positive and significant effect on consumen confidence, (3) perceived quality, brand loyality together has a positive and significant effect on consumer confidence, (4) perceived quality have a positive and significant effect on consumer satisfaction, (5) brand loyality has a positive and significant effect on consumer satisfaction, (6) consumer confidence has a positive and significant effect on consumer satisfaction, (7)perceived quality, brand loyality and consumer confidence jointly influence positive and significant impact on consumer satisfaction, (8) perceived quality have a positive and significant effect on consumer satisfaction, through consumer confidence as an intervening variable, (9) brand loyality has a positive and significant effect on consumer satisfaction through consumer confidence as an intervening variable. The results of the coefficient of determination (R2) indicate that the contribution of perceived quality, brand loyalty to consumer confidence is 0.314 or 31.4% while the remaining 68.6% is influenced by other variables. While the test results of the coefficient of determination (R2) indicate that the contribution of the variable perceived quality, brand loyalty, consumer confidence in customer satisfaction by 0.686 or 68.6% while the remaining 31.4% is influenced by other variables. While the test results of the coefficient of determination (R2) indicate that the contribution of the variable perceived quality, brand loyalty, consumer confidence in customer satisfaction by 0.686 or 68.6% while the remaining 31.4% is influenced by other variables. The path model results The direct relationship of Perceived Quality to Consumer Trust is 0.426. The direct relationship of Brand loyalty to Consumer Trust is 0.262. The direct relationship between Perceived Quality and Consumer Satisfaction is 0.564. The direct relationship of Brand loyalty to Consumer Satisfaction is 0.135. The direct relationship of Consumer Confidence to Consumer Satisfaction of 0.376. While the indirect relationship of Perceived Quality on Consumer Satisfaction with Consumer Trust as an Intervening Variable 0.426 X 0.376 = 0.160. The indirect relationship of Brand loyalty to Consumer Satisfaction with Consumer Trust as an Intervening Variable 0.362 X 0.376 = 0.136.

Keywords: Perceived Quality, Brand Loyalty, Consumer Trust and Consumer Satisfaction