



**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY,  
AND SERVICE QUALITY ON CUSTOMER SATISFACTION  
(STUDY OF HAN'S BAKERY KUDUS CUSTOMER)**

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FACULTY OF ECONOMICS AND BUSINESS  
MUIA KUDUS UNIVERSITY**

**YEAR 2022**



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This thesis was submitted as one of the requirements for  
complete the undergraduate education level (S1)  
at the Faculty of Economics and Business  
Muria Kudus University

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## THESIS APPROVAL SHEET

### **PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN (STUDI PELANGGAN HAN'S BAKERY KUDUS)**

Skripsi ini telah disetujui dan dipertahankan dihadapan Tim Penguji  
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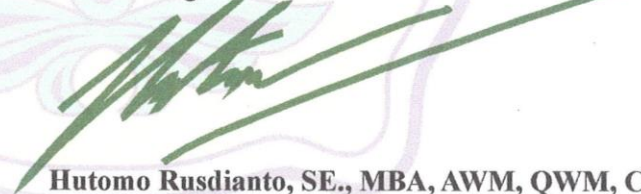
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## MOTTO AND DEDICATION

### **Motto:**

*"There's always a way. Where there's a will there is a way. You have to believe."*

— Britney Spears in Matt Lauer interview on June 14, 2006



### **Presentation:**

All who help without complaining of  
fatigue

## FOREWORD

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**THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY,  
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(CUSTOMER STUDY HAN'S BAKERY KUDUS)**

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**ABSTRACTION**

The purpose of this study was to find out the effect of brand image, product quality, and service quality on customer satisfaction at Han's Bakery Kudus. The research method used is a descriptive-quantitative approach. The sample in this study was 96 people who were selected using a purposive sampling technique with the amount based on the Lemeshow equation and the criteria in the form of customers who had bought at least three times at Han's Bakery Kudus in the last two years. The data obtained were analyzed using descriptive analysis methods and multiple linear regression analysis. The conclusions obtained are: (1) brand image has a positive and insignificant effect on customer satisfaction at Han's Bakery Kudus; (2) product quality has a positive and insignificant effect on customer satisfaction at Han's Bakery Kudus; (3) service quality has a positive and significant effect on customer satisfaction at Han's Bakery Kudus; and (4) brand image, product quality, and service quality together have a positive and significant effect on customer satisfaction at Han's Bakery Kudus.

**Keywords:** brand image; customer satisfaction; service quality; product quality;

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**Keywords:** *brand image; customer satisfaction; product quality; service quality;*

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