

**THE EFFECT OF PRICE, BRAND IMAGE, PRODUCT QUALITY AND  
SERVICE QUALITY TOWARD CONSUMER SATISFACTION  
MEDIATED BY PURCHASING DECISIONS AT UD. FORWAY BAGS IN  
BANJARMADU LAMONGAN**

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**ABSTRACT**

This study aims to determine the direct effect of price, brand image, product quality and service quality on consumer satisfaction mediated by purchasing decisions at UD. Forway bags in Banjarmadu village Lamongan. Additionally, this study employs a quantitative approach with a total sample of 161 respondents. The method uses SEM with the Smart PLS analysis tool version 3.0. The test employs the Outer Model Test, the Inner Model Test, the Mediation Test and the Hypothesis Test.

Meanwhile, based on the results of the validity test, it shows that the loading outer value is more than 0.7 and the AVE value is more than 0.5 is declared Valid. In the reliability test the value of Composite Reliability and Croncbach's Alpha above 0.7 is said to be Reliable.

Furthermore, the results shows the variable price (X1), brand image (X2), product quality (X3), and service quality (X4) had a significant positive effect on consumer satisfaction (Y). It can also be concluded that the variable price (X1), brand image (X2) and service quality (X4) have a significant positive effect on purchasing decisions (Z) while the product quality variable (X3) has a negative but significant effect on purchasing decisions (Z). The relations between purchasing decision variables (Z) on consumer satisfaction (Y) has a significant positive effect.

To conclude with, in the mediation test, the variable price, brand image and service quality on consumer satisfaction mediated by purchasing decisions is said to be partial mediation. The product quality variable on consumer satisfaction mediated by purchasing decisions is said to be non mediation.

**Keyword :** *Price, Brand Image, Product Quality, Service Quality, Consumer Satisfaction and Purchasing Decisions.*

**PENGARUH HARGA, CITRA MEREK, KUALITAS PRODUK DAN  
KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN  
DIMEDIASI KEPUTUSAN PEMBELIAN PADA UD. TAS FORWAY DI  
DESA BANJARMADU LAMONGAN**

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**RINGKASAN**

Penelitian ini bertujuan untuk mengetahui pengaruh antara harga, citra merek, kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen dimediasi keputusan pembelian pada UD. Tas Forway di Desa Banjarmadu Lamongan. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 161 responden. Metode yang digunakan yaitu SEM dengan alat analisis *Smart PLS versi 3.0*. Uji yang digunakan adalah Uji *Outer Model*, Uji *Inner Model*, Uji Mediasi dan Uji Hipotesis.

Berdasarkan hasil uji Validitas menunjukkan bahwa nilai *Outer Loading* lebih dari 0.7 dan nilai AVE lebih dari 0.5 dinyatakan Valid. Pada uji Reliabilitas nilai *Composite Reliability* dan *Cronbach's Alpha* diatas 0.7 dikatakan Reliabel.

Hasil penelitian menunjukkan bahwa variabel harga (X1), citra merek (X2), kualitas produk (X3), dan kualitas pelayanan (X4) berpengaruh positif secara signifikan terhadap kepuasan konsumen (Y). Dapat disimpulkan juga bahwa variabel harga (X1), citra merek (X2), dan kualitas pelayanan (X4) berpengaruh positif secara signifikan terhadap keputusan pembelian (Z) sedangkan variabel kualitas produk (X3) berpengaruh negatif tetapi signifikan terhadap keputusan pembelian (Z). Hubungan variabel keputusan pembelian (Z) terhadap kepuasan konsumen (Y) berpengaruh positif secara signifikan.

Sebagai kesimpulan, dalam uji Mediasi variabel harga, citra merek, dan kualitas pelayanan terhadap kepuasan konsumen dimediasi keputusan pembelian dikatakan *Partial Mediation*. Variabel kualitas produk terhadap kepuasan konsumen dimediasi keputusan pembelian dikatakan *Non Mediation*.

**Kata Kunci :** *Harga, Citra Merek, Kualitas Produk, Kualitas Pelayanan, Kepuasan Konsumen dan Keputusan Pembelian.*