

PENGARUH BRAND IMAGE, PERSEPSI HARGA DAN KUALITAS
PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA SERVICE CENTER
OPPO CABANG ROXY JAKARTA

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It has often been argued that customer satisfaction can contribute significantly to a company's success in a variety of ways. This study aims to analyze the effect of brand image, perceived price and service quality on customer satisfaction. This is a descriptive research that using a questionnaire to collect the data. The non-probabilistic sampling method is used in this research. The data analysis technique is a regression analysis. The population of this research are all OPPO service center customer in Roxy Jakarta. The method of data collection is convenience sampling. The samples of this research are collected from 109 respondents, The result is: the relationship between brand image, perceived price and service quality have a significant and positive impact toward customer satisfaction.

Keywords: Brand image, perceived price, service quality, customer satisfaction