

ABSTRAK

Kajian ini membahas imbas variabel Citra Merek dan Kepuasan Konsumen terhadap Keputusan Pembelian. Metode analisis data yang dipakai yakni teknik *nonprobability* sampling dengan sampel sebanyak 110 responden. Hasil menunjukkan bahwa Citra merek signifikansi 0,013, kepuasan konsumen 0,000 sehingga secara parsial masing-masing variabel ada pengaruh signifikan serta positif terhadap Kepuasan konsumen pada Mahasiswa Manajemen Angkatan 2017 di Universitas Adi Buana Surabaya

Kata Kunci : Citra Merek, Kepuasan Konsumen, Keputusan Pembelian

ABSTRACT

These examine discusses the impact Brand Image and Consumer Satisfaction variables on Purchasing Decisions. The statistics evaluation technique used become nonprobability sampling method with a pattern of a hundred and ten respondents. The consequences display that emblem photograph has a importance of 0.013, consumer pride 0.000 in order that partly every variable has a vast and effective impact on consumer pride in 2017 Student Management Periode at Adi Buana University, Surabaya.

Keyword: *Brand Image, Consumer Satisfaction, Buying Decision.*