

ABSTRAK

**PENGARUH BRAND IMAGE, HARGA, DAN KUALITAS TERHADAP
KEPUASAN KONSUMEN IPHONE DI KALANGAN MAHASISWA
Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma Yogyakarta**

Kezia Pamela Setiabudi
Prodi Manajemen
Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *brand image* terhadap kepuasan konsumen iPhone, 2) pengaruh harga terhadap kepuasan konsumen iPhone, 3) pengaruh kualitas terhadap kepuasan konsumen iPhone, dan 4) pengaruh brand image, harga, dan kualitas secara simultan terhadap kepuasan konsumen iPhone di kalangan Mahasiswa Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma Yogyakarta. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan *metode purposive sampling*. Data diperoleh melalui kuesioner yang disebarakan kepada total 105 responden yang memenuhi kriteria, yaitu mahasiswa aktif Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma yang menggunakan iPhone. Teknik analisis data menggunakan regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa: 1) *brand image* berpengaruh positif dan signifikan terhadap kepuasan konsumen, 2) harga berpengaruh positif dan signifikan terhadap kepuasan konsumen, 3) kualitas berpengaruh positif dan signifikan terhadap kepuasan konsumen, dan 4) *brand image*, harga, dan kualitas secara simultan berpengaruh signifikan terhadap kepuasan konsumen iPhone di kalangan mahasiswa.

Kata Kunci: *Brand Image*, Harga, Kualitas, Kepuasan Konsumen.

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE, PRICE, AND QUALITY TOWARDS
CUSTOMER SATISFACTION ON IPHONE USERS**

A Study at Students of Faculty of Business and Economics

Sanata Dharma University Yogyakarta

Kezia Pamela Setiabudi
Management Study Program
Faculty of Business and Economics
Sanata Dharma *University*
Yogyakarta
2026

This study aims to determine: 1) the influence of brand image on customer satisfaction of iPhone, 2) the influence of price on customer satisfaction of iPhone, 3) the influence of product quality on customer satisfaction of iPhone, and 4) the simultaneous influence of brand image, price, and quality on customer satisfaction of iPhone among students of the Faculty of Business and Economics, Sanata Dharma University. The sampling technique used non-probability sampling with a purposive sampling method. Data were collected through questionnaires distributed to 105 respondents who met the criteria, namely active students of the Faculty of Business and Economics, Sanata Dharma University who use iPhone. The data analysis technique used multiple linear regression with the help of SPSS software. The results of this study indicate that: 1) brand image had a positive and significant influence on customer satisfaction, 2) price had a positive and significant influence on customer satisfaction, 3) product quality had a positive and significant influence on customer satisfaction, and 4) brand image, price, and quality simultaneously had a significant influence on customer satisfaction of iPhone among students.

Keywords: Brand Image, Price, Product Quality, Customer Satisfaction.