

ABSTRAK

**PENGARUH BRAND IMAGE, HARGA DAN KUALITAS PRODUK
TERHADAP KEPUASAN KONSUMEN PADA PEMBELIAN SEPATU
FUTSAL SPECS DI KALANGAN MAHASISWA**

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Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, harga, dan kualitas produk terhadap kepuasan konsumen pada pembelian sepatu futsal Specs di kalangan mahasiswa, baik secara simultan maupun parsial. Penelitian ini merupakan penelitian eksplanasi dengan pendekatan kuantitatif. Populasi penelitian adalah mahasiswa aktif program sarjana (S1) Universitas Sanata Dharma Yogyakarta yang pernah membeli dan menggunakan sepatu futsal Specs dalam satu tahun terakhir. Sampel ditentukan menggunakan rumus *Cochran* dan diperoleh sebanyak 102 responden dengan teknik *purposive sampling*. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan program SPSS 25, serta dilengkapi dengan uji asumsi klasik, uji t, uji F, dan analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) *brand image*, harga, dan kualitas produk secara simultan berpengaruh terhadap kepuasan konsumen; (2) *brand image* secara parsial berpengaruh terhadap kepuasan konsumen; (3) harga secara parsial tidak berpengaruh terhadap kepuasan konsumen; dan (4) kualitas produk secara parsial berpengaruh dan merupakan variabel paling dominan terhadap kepuasan konsumen. Koefisien determinasi (R^2) menunjukkan bahwa ketiga variabel independen mampu menjelaskan 88,3% variasi kepuasan konsumen.

Kata kunci: *Brand Image*, Harga, Kualitas Produk dan Kepuasan Konsumen.

ABSTRACT

**THE EFFECT OF BRAND IMAGE, PRICE AND PRODUCT QUALITY
ON CONSUMER SATISFACTION IN THE PURCHASE OF SPECS
FUTSAL SHOES AMONG STUDENTS**

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This study aims to determine the effect of brand image, price, and product quality on consumer satisfaction in purchasing Specs futsal shoes among students, both simultaneously and partially. This study is an explanatory study with a quantitative approach. The research population is active undergraduate students (S1) of Sanata Dharma University Yogyakarta who have purchased and used Specs futsal shoes in the past year. The sample was determined using the Cochran formula and obtained 102 respondents with a purposive sampling technique. Data were obtained through distributing questionnaires and analyzed using multiple linear regression with the help of the SPSS 25 program, and equipped with classical assumption tests, t tests, F tests, and coefficient of determination analysis. The results of the study indicate that: (1) brand image, price, and product quality simultaneously have a significant effect on consumer satisfaction; (2) brand image partially has a significant effect on consumer satisfaction; (3) price partially has no significant effect on consumer satisfaction; and (4) product quality partially has a significant effect and is the most dominant variable on consumer satisfaction. The coefficient of determination (R^2) indicates that the three independent variables are able to explain of the variation in consumer satisfaction.

Keyword: Brand Image, Price, Product Quality and Consumer Satisfaction.