

## RINGKASAN

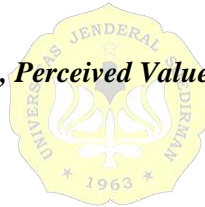
*Penelitian ini merupakan studi empiris pada UNSOED Press. Penelitian ini mengambil judul: “The Influence of Brand Image, Service Quality, and Perceived Value on overall Customer Satisfaction”. Tujuan dilakukannya penelitian ini untuk mengetahui serta menemukan bukti empiris pengaruh Brand Image, Service Quality, Perceived Value terhadap Customer Satisfaction*

*Populasi dalam penelitian ini yaitu Mahasiswa Universitas Jenderal Soedriman. Sampel dalam penelitian ini sebanyak 150 orang. Penentuan sampel menggunakan metode convenience sampling. Alat analisis yang digunakan adalah regresi berganda.*

*Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa: (1) Brand Image berpengaruh positif terhadap Customer Satisfaction. (2) Service Quality berpengaruh positif terhadap Customer Satisfaction. (3) Perceived Value tidak berpengaruh terhadap Customer Satisfaction.*

*Implikasi dari kesimpulan di atas adalah perusahaan Spotify untuk lebih meningkatkan nilai yang dirasakan dari layanan streaming musik premium di mata pengguna adalah dengan mengidentifikasi atribut utama dan manfaat yang dicari konsumen atau melakukan survei berkala mengenai kelebihan dan kekurangan layanan tersebut. Serta melakukan perbandingan dengan kompetitor di bidang yang sama dengan memperhatikan hal-hal yang disukai customer service kompetitor untuk diadaptasi dan dikembangkan oleh perusahaan.*

***Kata Kunci: Brand Image, Service Quality, Perceived Value, Customer Satisfaction***



## SUMMARY

*This research is an empirical study on UNSOED Press. The study took The title: "The Analysis Of Intention To Buy: An Extended Theory Of Planned Behavior". The purpose of this research is to know and find empirical evidence of the influence of Brand Awareness, Price, Attitude, Subjective Norm, Perceived Behavioral Control of Purchase Intention*

*The population in this study were students in Universitas Jenderal Soedirman. The samples in this study were 211 person. Sample determination using the Convenience sampling method. The analysis tool used is multiple regression.*

*Based on the results of the research and analysis of data shows that:(1) Brand Awareness has no effect on Purchase Intention. (2) Price has a positive effect on Purchase Intention. (3) Attitude has a positive effect on Purchase Intention. 4 Subjective Norm has no effect on Purchase Intention. 5 Perceived Behavioral control has a positive effect on Purchase Intention.*

*The implication of the conclusion above is, Spotify company to further increase the perceived value of premium music streaming services in the eyes of users is by identifying the main attributes and benefits that consumers are looking for or conducting periodic surveys regarding the advantages and disadvantages of these services. As well as making comparisons with competitors in the same field by paying attention to the things that the competitors' customer service likes to be adapted and developed by the company.*



**Keywords: Brand Image, Service Quality, Perceived Value, Customer Satisfaction**