

ABSTRAK

Giordano adalah salah satu merek yang cukup terkenal di Indonesia. Merek Giordano berasal dari Negara China, di Negara China pakaian Giordano sangat di minati oleh konsumen karena bahan pakaian Giordano sangat dingin dan modelnya sangat simple dan full colour. Tidak hanya di Negara asal Giordano, di Indonesia banyak konsumen yang memakai pakaian Giordano ini. Pada penelitian ini yang diduga mempengaruhi kepuasan konsumen, yaitu Marketing Mix dan Brand terhadap kepuasan konsumen di counter Giordano Galaxy Mall Surabaya.

Sampel yang dipakai pada penelitian ini adalah 100 responden konsumen di counter Giordano Galaxy Mall Surabaya selama penelitian Untuk di proses dalam uji analisis regresi linear berganda dengan menggunakan alat bantu yaitu kueisioner.

Kesimpulan penelitian ini yaitu data dari kueisioner ini diolah untuk mendapatkan uji analisis regresi linear berganda melalui program SPSS ver 20.0 for windows. Hipotesis pada penelitian ini untuk melihat pengaruh secara simultan, parsial dan dominan terhadap kepuasan konsumen di counter Giordano Galaxy Mall Surabaya. Dengan nilai *Standartdized Coefficient Beta* pada variabel X_1 (0.671), X_2 (0.002), X_3 (0.33), X_4 (-0.746), X_5 (0.596). Dari ketiga hipotesis, satu hipotesis terbukti. Yaitu variabel produk (X_1) yang dominan dengan dengan nilai *Standartdized Coefficient Beta* paling tinggi yaitu 0,671.

Kata Kunci : Produk, Harga, Lokasi, Promosi, Merek, Kepuasan Konsumen Di Counter Giordano Galaxy Mall Surabaya.

ABSTRACT

Giordano is one brand that is quite famous in Indonesia. Giordano brand comes from the State of China, China's State Giordano clothing is in the interest by consumers because Giordano clothing materials are very cold and the model is very simple and full color. Not only in the country of origin Giordano, in Indonesian, a lot of consumers who use the Giordano clothing. In this study thought to affect customer satisfaction, the Marketing Mix and Brand to consumer satisfaction in Galaxy Mall Surabaya Giordano counter.

The samples used in this study were 100 respondents in the counter consumer Giordano Galaxy Mall Surabaya during the study for the test in the multiple linear regression analysis using tools that questionnaire.

The conclusion of this study is data from this questionnaire processed to obtain multiple linear regression analysis test through SPSS ver 20.0 for windows. The hypothesis in this study to see the effect of simultaneous, partial and dominant on customer satisfaction in the Galaxy Mall Surabaya Giordano counter. In the highest value of the dominant influence Standardized Beta in the variable X_1 (0.671), X_2 (0.002), X_3 (0.33), X_4 (-0.746), X_5 (0.596). Of the three hypotheses, the hypothesis is proven. The variable product (X_1) is dominant with the value Standardized highest Beta coefficient is 0.671.

Key Word : Product, Price, Location, Promotion, Brand, Consumers Satisfaction Giordano Galaxy Mall Surabaya.