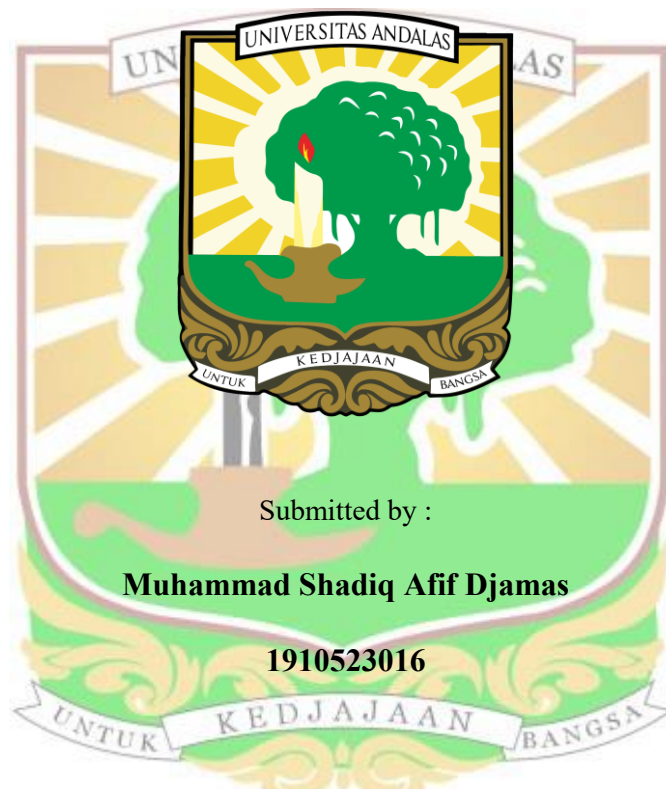


**The Influence of Location, Product Quality, and Brand Image on
Customer Satisfaction at PT Artha Duta Mandiri Subsidize House
Customers**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in Undergraduate Study
Program Department of Management Faculty of Economics and Business Andalas
University



Submitted by :

Muhammad Shadiq Afif Djamas

1910523016

INTERNATIONAL MANAGEMENT STUDY PROGRAM


MANAGEMENT DEPARTMENT

FACULTY OF ECONOMIC AND BUSINESS

UNIVERSITAS ANDALAS

PADANG

2024

	Alumny Number at University	Muhammad Shadiq Afif Djamas	Alumny Number at University
	a) Place/Date of Birth: Padang, August 11 th , 2000 b) Parents Name: Yuliasman Djamas and Sus Dewi Putri c) Faculty: Economics and Business d) Department: Management e) ID Number: 1910523016 f) Graduation Date: 31 st August 2024 g) Grade: With Honors h) GPA: 3,63 i) Length of Study: 5 Years h) Parents Address: Jl. Garuda II No.5, Kelurahan Andalas, Kecamatan Padang Timur, Kota Padang, Provinsi Sumatera Barat, 25126		

“The Influence of Location, Product Quality, and Brand Image Towards Customer Satisfaction of PT Artha Duta Mandiri Subsidize House Customer in Padang”

*Thesis by: Muhammad Shadiq Afif Djamas
Supervisor: Asmi Abbas, SE, MM*

ABSTRACT

This research aims to determine the influence of location, product quality, and brand image towards customer satisfaction of PT Artha Duta Mandiri subsidize house customer in Padang. The population in this research is customer of PT Artha Duta Mandiri subsidize house customer in Padang. The sampling technique used quota sampling using Yamane quota sampling, with criteria of customer of PT Artha Duta Mandiri and already completed the subsidze house purchase agreement . The sample in this research is 99 samples. Data processing was carried out using SPSS 24 software. This research shows that location has a positive and significant influence towards customer satisfaction, product quality has a positive and significant influence towards customer satisfaction, and brand image has a positive and significant influence towards customer satisfaction

Keywords: Location, Product Quality, Brand Image, Customer Satisfaction

This thesis is already examiner and passed on August 20th, 2024. This abstract already approved by supervisor and examiner:

Signature	1.	2.	3.
Name	Asmi Abbas, SE, MM	Syafrizal, SE, ME, Ph.D	Dr. Yulia Hendri Yeni, S.E, M.T, Ak.

Acknowledged,
Head of Management Department

Hendra Lukito SE, MM, Ph.D
NIP. 197106242006041007

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