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**Pengaruh Citra Merek Dan Kualitas Pelayanan Terhadap
Kepuasan Konsumen Pengguna Aplikasi Jamride
di Penajam Paser Utara**

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Abstract. This research aims to determine the simultaneous and partial influence of brand image variables and service quality on consumer satisfaction of users of the Jamride application in North Penajam Paser. The brand image (X1) and service quality (X2) variables are independent or dependent variables in this research and the consumer satisfaction variable (Y) is the dependent or bound variable in this research. The type of research used in this research is quantitative research. The technique used was Non Probability Sampling using the Purposive Sampling method with a sample size of 100 respondents. The data analysis technique used is multiple linear regression analysis. The conclusion of this research is that the brand image and service quality variables simultaneously have a positive and significant effect on consumer satisfaction using the Jamride application in North Penajam Paser, the brand image and service quality variables partially have a positive and significant effect on consumer satisfaction using the Jamride application in North Penajam Paser.

Keywords: Brand Image, Service Quality, Consumer Satisfaction

Abstrak. Penelitian ini bertujuan untuk mengetahui pengaruh secara simultan dan parsial antara variabel citra merek dan kualitas pelayanan terhadap kepuasan konsumen pengguna aplikasi Jamride di Penajam Paser Utara. Variabel citra merek (X1) dan kualitas pelayanan (X2) merupakan variabel independen atau bebas dalam penelitian ini dan variabel kepuasan konsumen (Y) merupakan variabel dependen atau terikat dalam penelitian ini. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik yang digunakan adalah Non Probability Sampling dengan menggunakan metode Purposive Sampling dengan jumlah sampel sebanyak 100 responden. Teknik analisis data yang digunakan adalah analisis regresi