

ABSTRAK

Dalam dunia bisnis yang semakin kompetitif, membangun *Brand Image* yang kuat dan melaksanakan strategi promosi yang efektif menjadi kunci untuk meningkatkan kepuasan pelanggan, terutama di industri *fashion* lokal. Penelitian ini bertujuan untuk: (1) Menganalisis pengaruh *Brand Image* terhadap kepuasan pelanggan produk Vicious Pain. (2) Menganalisis pengaruh promosi terhadap kepuasan pelanggan produk Vicious Pain. (3) Menganalisis pengaruh *Brand Image* dan promosi secara simultan terhadap kepuasan pelanggan produk Vicious Pain. Penelitian ini menggunakan metode deskriptif kuantitatif dengan pengumpulan data melalui survei kepada 100 pelanggan Vicious Pain. Hasil penelitian menunjukkan bahwa: (1) *Brand Image* memiliki pengaruh signifikan terhadap kepuasan pelanggan. (2) Promosi memiliki pengaruh signifikan terhadap kepuasan pelanggan. (3) Secara simultan, *Brand Image* dan promosi berpengaruh signifikan terhadap kepuasan pelanggan.

Kata Kunci: *Brand Image*, Promosi, Kepuasan Pelanggan

ABSTRACT

In an increasingly competitive business world, building a strong Brand image and implementing effective promotional strategies is the key to increasing customer satisfaction, especially in the local fashion industry. This research aims to: (1) Analyze the influence of brand image on customer satisfaction for Vicious Pain products. (2) Analyzing the effect of promotion on customer satisfaction for Vicious Pain products. (3) Analyze the influence of brand image and promotion simultaneously on customer satisfaction for Vicious Pain products. This research uses a quantitative descriptive method by collecting data through surveys of 100 Vicious Pain customers. The research results show that: (1) Brand image has a significant influence on customer satisfaction. (2) Promotion has a significant influence on customer satisfaction. (3) Simultaneously, brand image and promotion have a significant effect on customer satisfaction.

Keywords: Brand Image, Promotion, Customer Satisfaction.