

ABSTRACT

Based on organizational phenomena and research gaps, this research examines the influence of promotions, brand equity, perceived quality on customer satisfaction mediated by customer engagement. This research hypothesis was developed based on theoretical concepts and the results of previous empirical research. The sample for this research is Bank BJB Semarang customers with a total of up to 195 people who are carrying out transactions at Bank BJB Semarang. Data analysis in the form is using Structural Equation Modeling (SEM) was applied to test the research hypothesis.

The test results showed that the seven hypothesized relationships showed significant positive results and were in accordance with the hypothesis. It was found that promotion, brand equity, perceived quality have a positive influence on customer engagement. On the other hand, promotion, brand equity, perceived quality and customer engagement have a significant direct influence on customer satisfaction.

Keywords: promotion, brand equity, perceived quality, customer engagement, customer satisfaction

