

ABSTRACT

Service quality is a very important aspect to retain customers in reach. Therefore, a marketing strategy without the support of a service strategy may appear as if the marketing performance is good, but the company's overall performance is unfavorable. Related to this, this study aims to analyze the effect of product innovation, electronic service quality and brand image on increasing customer satisfaction at PT. Shantika Awakens Mighty. The population used in this study is the general public who have used services and purchased tickets for PT. Shantika Awakens Mighty.

The research model used in this study is a multilevel structural model and the SEM (Structural Equation Modeling) analysis technique operated through the AMOS program is used to test the hypotheses proposed so that in this study a minimum of 100 respondents were used as samples in the study.

So that from the research results it can be stated that there is a positive and significant influence between product innovation and brand image, and there is a positive and significant influence on electronic service quality and brand image and there is a significantly positive influence on brand image in customer satisfaction, and there is a significant positive simultaneous effect on product innovation and also on e-service quality on customer satisfaction.

Keywords: *Product Innovation, Electronic Service Quality, Brand Image and Customer Satisfaction*

