

**ABSTRAK**

**PENGARUH CUSTOMER ENGAGEMENT DAN BRAND AWARENESS  
TERHADAP KEPUASAN KONSUMEN**

Studi pada *Anabil's Kitchen*

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh *Brand Awareness* dan *Customer Engagement* pada kepuasan konsumen *Anabil's Kitchen*; (2) pengaruh *Customer Engagement* pada kepuasan konsumen *Anabil's Kitchen*; (3) pengaruh *Brand Awareness* pada *Anabil's Kitchen*. Penelitian ini menggunakan desain kuantitatif berfokus pada kelompok, yaitu konsumen. Anggota populasi pada penelitian ini adalah seluruh masyarakat DIY yang mengetahui dan pernah membeli produk *Anabil's Kitchen*. Jumlah sampel dalam penelitian ini sebanyak 135 responden. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah regresi linear berganda, Uji F (Simultan), Uji t (Parsial).

Hasil penelitian menunjukkan bahwa (1) *Brand Awareness* dan *Customer engagement* berpengaruh pada kepuasan konsumen *Anabil's Kitchen*, (2) *Customer Engagement* berpengaruh pada kepuasan konsumen *Anabil's Kitchen*, (3) *Brand Awareness* berpengaruh pada kepuasan konsumen *Anabil's Kitchen*.

Kata kunci : Pelanggan, *Customer Engagement*, *Brand Awareness*, Kepuasan Konsumen.

**ABSTRACT**

**THE INFLUENCE OF CUSTOMER ENGAGEMENT AND BRAND AWARENESS  
ON CUSTOMER SATISFACTION**

Study at Anabil's Kitchen

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This study aims to determine (1) the influence of Brand Awareness and Customer Engagement on Anabil's Kitchen consumer satisfaction; (2) the influence of Customer Engagement on Anabil's Kitchen consumer satisfaction; (3) the influence of Brand Awareness on Anabil's Kitchen. This study uses a quantitative design that focuses on groups, namely consumers. The population in this study are consumers who know and have bought Anabil's Kitchen products. The number of samples in this study were 135 respondents. The instrument test uses validity and reliability tests. The analysis technique used is multiple linear regression, F test (Simultaneous), t test (Partial).

The research results show that (1) Brand Awareness and Customer Engagement influence Anabil's Kitchen consumer satisfaction, (2) Customer Engagement influences Anabil's Kitchen consumer satisfaction, (3) Brand Awareness influences Anabil's Kitchen consumer satisfaction.

Keywords: Customers, Customer Engagement, Brand Awareness, Consumer Satisfaction