ABSTRACT

In selling a product, of course there will be a decline in sales, one of the factors is the price of the product which is relatively expensive so that it is not affordable for some people. The decline in sales that occurs will cause a lack of income for Herbalife companies or Herbalife distributors in Karawang district. solutions to achieve the target by applying the existing variables, namely price, brand image, and service quality. Based on the description of the existing problems, the researchers conducted research on customer satisfaction using the linear regression method. This research update can make a more significant contribution to increasing understanding of customer satisfaction with Herbalife products and providing more accurate and timely recommendations for companies to improve the quality of the products and services offered. The linear regression method shows that the independent factors of price, brand image and service quality affect customer happiness with Herbalife products simultaneously or together with their preferences and they see the benefits and value of the product. To attract customers, Herbalife's goods must meet quality and price standards, or they may be able to provide discounts during certain events.

Keywords: *Price, Brand Image, Service Quality, Consumer Satisfaction, Product*