

**CONSUMER PERCEPTION ON CONSUMER
SATISFACTION, CONSUMER LOYALTY, PRODUCT
EXCELLENT AND PRODUCT IMAGE OF MCI
(MILLIONARE CLUB INDONESIA) AT BENGKALIS
REGENCY**

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ABSTRACT

This study aims to determine Consumer Perceptions of Increasing Consumer Satisfaction, Consumer Loyalty, Product Excellent and Product Image Mci (Millionare Club Indonesia) in Bengkalis Regency. This type of research is descriptive research using a quantitative approach. Descriptive research is a study that is used to find a picture or result of an event, situation, behavior, subject, or phenomenon in society. This research tries to answer what, when, who, where, and how related to a problem under study. The type of data used is primary data and secondary data obtained from questionnaires and literature study. The population in this study were all people in Bengkalis Regency who had used MCI products and bought MCI products for health benefits and consumer perceptions. The sample size in this study was 96. The sampling method used was non-probability sampling with purposive sampling technique. The data analysis method used is descriptive statistical analysis. The results show that to determine consumer perceptions of increasing consumer awareness, Product Excellent and Product Image Mci (Millionare Club Indonesia) it can be found that people in Bengkalis Regency are very satisfied.

Keywords: *Consumer Perception, Increasing Consumer Satisfaction, Consumer Loyalty, Product Excellent, Product Image, MCI Product.*