

ABSTRAK

PEGARUH ANTARA KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING STUDI KASUS PADA PELANGGAN MAXX COFFEE SILOAM INTERNASIONAL, KARAWACI

Indonesia adalah negara keempat sebagai negara dengan penghasil kopi terbesar di dunia. Industry kopi di Indonesia sendiri sudah didukung oleh pemerintah. Penelitian ini dilakukan di Maxx Coffee Siloam Internasional, Karawaci dengan inti permasalahan yang terletak pada loyalitas pelanggan. Penelitian ini bertujuan untuk melihat pengaruh citra nama merek terhadap kepuasan pelanggan, citra merek terhadap loyalitas pelanggan, kepuasan pelanggan terhadap loyalitas pelanggan, citra merek terhadap loyalitas pelanggan melalui kepuasan pelanggan, kualitas layanan terhadap kepuasan pelanggan, kualitas layanan terhadap loyalitas pelanggan, dan memperbaiki kualitas menjadi loyalitas. pelanggan melalui kepuasan pelanggan. selama studi ini, menggunakan survei sebagai metode pencarian. Untuk mengumpulkan data responden digunakan formulir yang ditujukan kepada mereka yang pernah bertransaksi di Maxx Low Siloam Internasional, Karawaci minimal satu kali pada bulan Oktober-November 2020. Penelitian ini memiliki sampel sebanyak empat ratus responden. Teknik pengambilan sampel dalam penelitian ini menggunakan accidental sampling. Teknik analisis info selama penelitian ini menggunakan perlakuan buruk Partial Least sq. Structural Equation Model (PLS-SEM) pada program SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa kualitas layanan dan citra lengkap berpengaruh positif terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan, citra merek berpengaruh positif terhadap loyalitas pelanggan melalui kepuasan pelanggan, kualitas layanan tidak berpengaruh terhadap pelanggan loyalitas, kualitas layanan berpengaruh positif terhadap loyalitas pelanggan. loyalitas pelanggan melalui kepuasan pelanggan

Kata kunci : Citra Merek, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

THE IMPACT OF SERVICE QUALITY AND BRAND IMAGE TOWARDS CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLE

Indonesia is the fourth country with the largest coffee producer in the world. The coffee industry in Indonesia itself has been supported by the government. This research was conducted at Maxx Coffee Siloam Internasional, Karawaci with the core problem that lies in customer loyalty. This study aims to see the effect of brand name image on customer satisfaction, brand image on customer loyalty, customer satisfaction on customer loyalty, brand image on customer loyalty through customer customers, quality towards customer service, service quality on customer loyalty, and improving quality into loyalty. . customers through customer satisfaction. during this study, using surveys as a search method. To collect respondent data, services aimed at those who have transacted at Maxx Low Siloam Internasional, Karawaci are used at least once in October-November 2020. This study had a sample of four hundred respondents. The sampling technique in this study used accidental sampling. Info analysis techniques during the study using Partial Least sq. Structural Equation Model (PLS-SEM) in the SmartPLS 3.0 program. The results showed that service quality and image had a positive effect on customer satisfaction, customer satisfaction had a positive effect on customer loyalty, brand image had a positive effect on customer loyalty through customer customers, service quality had no effect on customer loyalty, service quality had a positive effect on customer loyalty. customer loyalty through customer satisfaction.

Keywords : Brand Image, Service Quality, Customer Satisfaction, Customer Loyalty.