

ABSTRAK

Halim Priyatna (NPM: 01618190017)

PENGARUH *SERVICE QUALITY* DAN *BRAND IMAGE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* SEBAGAI VARIABEL INTERVENING

(xxvii + 61 halaman; 3 gambar; 24 tabel; 3 lampiran)

Penelitian ini dilakukan untuk mengetahui apakah *service quality* memiliki pengaruh positif terhadap *customer satisfaction*, apakah *brand image* memiliki pengaruh positif terhadap *customer satisfaction*, apakah *brand image* memiliki pengaruh positif terhadap *customer loyalty*, dan apakah *customer satisfaction* memiliki pengaruh positif terhadap *customer loyalty*. Penelitian ini dilakukan di Jakarta dengan melibatkan 150 nasabah bank BCA di Jakarta dan sekitarnya. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 30 pertanyaan dengan Skala Likert 1 – 5. Data dianalisis dengan metode SEM berbasis PLS. Hasil penelitian ini menyatakan bahwa hipotesis H1 terbukti bahwa ada pengaruh positif *service quality* terhadap *customer satisfaction*, hipotesis H2 terbukti bahwa ada pengaruh positif *service quality* terhadap *customer loyalty*, hipotesis H3 terbukti bahwa *brand image* memiliki pengaruh positif terhadap *customer satisfaction*, hipotesis H4 tidak terbukti bahwa *brand image* memiliki pengaruh positif terhadap *customer loyalty*, hipotesis H5 terbukti menyatakan bahwa *customer satisfaction* memiliki pengaruh positif terhadap *customer loyalty* dan dari uji mediasi, didapat hasil bahwa *customer satisfaction* mampu untuk berperan sebagai mediasi dalam mempengaruhi *customer loyalty* oleh *service quality* dan *brand image*.

Referensi : 44 (2014 - 2021)

Kata Kunci : *service quality*, *brand image*, *customer satisfaction* dan *customer loyalty* .

ABSTRACT

Halim Priyatna (NPM: 01618190017)

THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLES

(xxvii + 61 pages; 3 pictures; 24 tables; 3 attachments)

This study was conducted to determine whether service quality has a positive effect on customer satisfaction, whether brand image has a positive effect on customer satisfaction, whether brand image has a positive effect on customer loyalty, and whether customer satisfaction has a positive effect on customer loyalty. This research was conducted in Jakarta and involved 150 BCA bank customers in Jakarta and its surroundings. The data was collected by distributing questionnaires containing 30 questions with a Likert scale of 1 - 5. The data were analyzed using the PLS-based SEM method. The results of this study state that the hypothesis H1 is proven that there is a positive effect of service quality on customer satisfaction, hypothesis H2 is proven that there is a positive effect of service quality on customer loyalty, hypothesis H3 is proven that brand image has a positive effect on customer satisfaction, hypothesis H4 is not proven that brand image has a positive effect on customer loyalty, hypothesis H5 is proven that customer satisfaction has a positive effect on customer loyalty and from the mediation test, the results show that customer satisfaction is able to act as a mediation in influencing customer loyalty by service quality and brand image.

Reference: 44 (2014 - 2021)

Keywords: service quality, brand image, customer satisfaction dan customer loyalty.