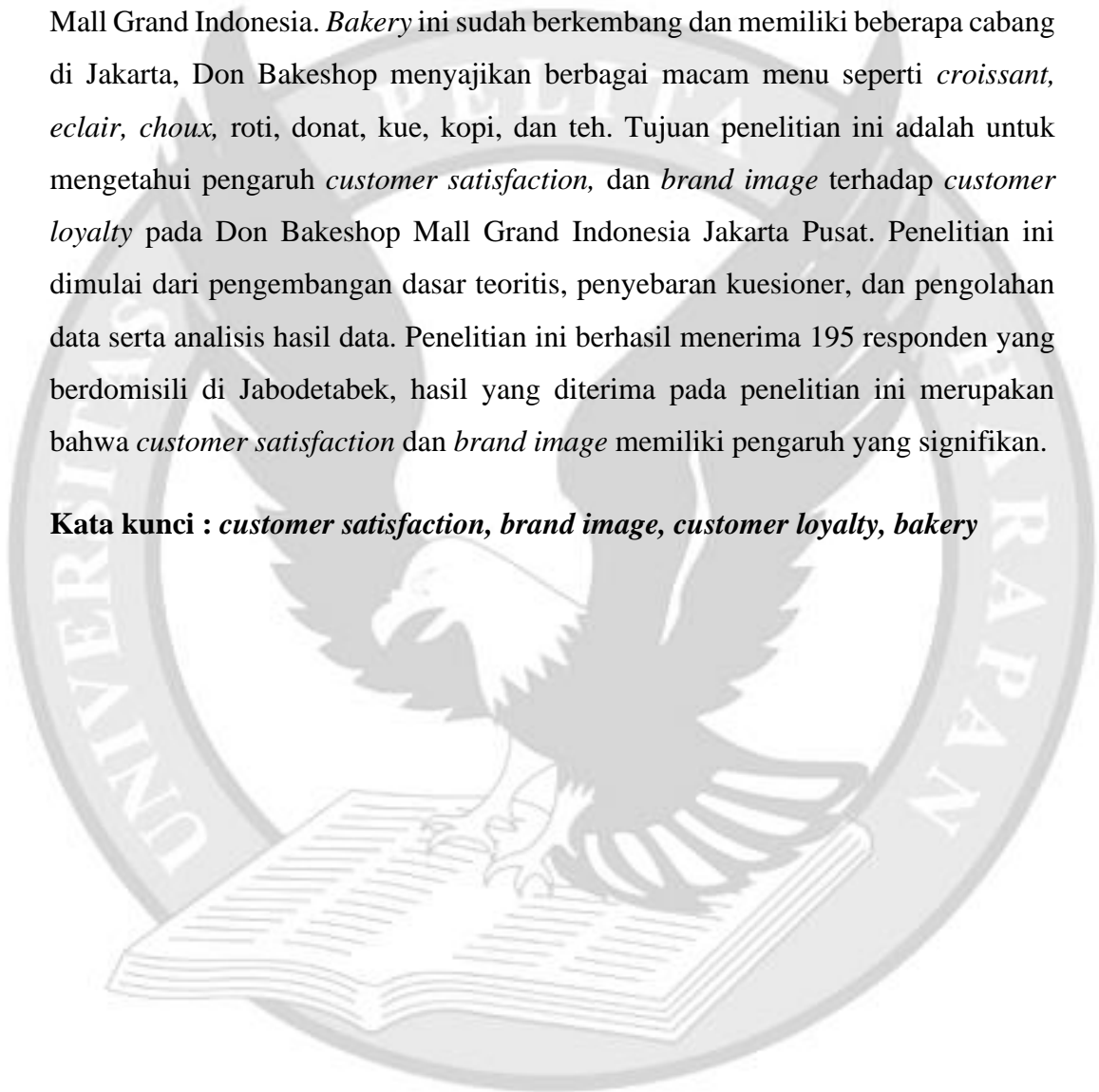


ABSTRAK

Industri jasa penyediaan makanan dan minuman di Indonesia terdiri dari berbagai jenis sektor, yang dimana terdapat industri *bakery*. Don Bakeshop adalah salah satu *bakery* yang terletak pada salah satu pusat perbelanjaan terbesar di Jakarta yaitu Mall Grand Indonesia. *Bakery* ini sudah berkembang dan memiliki beberapa cabang di Jakarta, Don Bakeshop menyajikan berbagai macam menu seperti *croissant*, *eclair*, *choux*, roti, donat, kue, kopi, dan teh. Tujuan penelitian ini adalah untuk mengetahui pengaruh *customer satisfaction*, dan *brand image* terhadap *customer loyalty* pada Don Bakeshop Mall Grand Indonesia Jakarta Pusat. Penelitian ini dimulai dari pengembangan dasar teoritis, penyebaran kuesioner, dan pengolahan data serta analisis hasil data. Penelitian ini berhasil menerima 195 responden yang berdomisili di Jabodetabek, hasil yang diterima pada penelitian ini merupakan bahwa *customer satisfaction* dan *brand image* memiliki pengaruh yang signifikan.

Kata kunci : *customer satisfaction, brand image, customer loyalty, bakery*



ABSTRACT

The food and beverage supply service industry in Indonesia consists of various types of sectors, which include the bakery industry. Don Bakeshop is a bakery located in one of the biggest shopping centers in Jakarta, Grand Indonesia Mall. This bakery has developed and has several branches in Jakarta, Don Bakeshop serves a variety of menus such as croissants, eclairs, choux, bread, donuts, cakes, coffee and tea. The purpose of this study was to determine the effect of customer satisfaction, and brand image on customer loyalty at Don Bakeshop Mall Grand Indonesia, Central Jakarta. This research started from the development of the theoretical basis, distribution of questionnaires, and data processing and analysis of data results. This research was successful in receiving 195 respondents who live in Jabodetabek, the results received in this study are that, customer satisfaction and brand image have a significant influence.

Keywords : customer satisfaction, brand image, customer loyalty, bakery