

ABSTRAK

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Pengaruh *Service Quality*, *Product Quality* dan *Brand Image* terhadap *Customer Loyalty* melalui Mediasi *Customer Satisfaction* pada Pelanggan Prima Freshmart

Seiring meningkatnya persaingan dalam industri retail untuk bahan pokok dan pangan di Indonesia, muncul sebuah urgensi bagi perusahaan retail untuk mempertahankan posisi yang relevan dalam pangsa pasar. Perusahaan retail membutuhkan pelanggan setia untuk menjamin performa dan pertumbuhan yang baik dalam jangka waktu panjang. Prima Freshmart adalah perusahaan retail yang terspesialisasi untuk menjual produk daging ayam serta olahannya. Berdasarkan prasarvei yang dilakukan, Prima Freshmart memiliki tingkat loyalitas pelanggan yang relatif rendah. Penelitian ini dilakukan untuk menganalisis pengaruh *service quality*, *product quality* dan *brand image* terhadap *customer loyalty* melalui mediasi *customer satisfaction* pada pelanggan Prima Freshmart. Data dikumpulkan melalui kuesioner dari 194 responden dan dianalisis menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa *service quality*, *product quality* dan *brand image* mempengaruhi *customer satisfaction* secara signifikan dan positive. Selain itu, *customer satisfaction* juga diketahui mempengaruhi *customer loyalty* secara signifikan dan positif. Diketahui bahwa *customer satisfaction* dapat memediasi hubungan antara *service quality*, *product quality* dan *brand image* dengan *customer loyalty*. Penelitian ini memberikan wawasan baru yang dapat memberikan implikasi secara teoritis dan juga manajerial untuk penyusunan strategi retensi pelanggan dalam industri retail di masa yang akan mendatang.

Kata kunci: *service quality*, *product quality*, *brand image*, *customer satisfaction*, *customer loyalty*, analisis PLS-SEM

ABSTRACT

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The Impact of Service Quality, Product Quality and Brand Image on Customer Loyalty through the Mediation of Customer Satisfaction among Prima Freshmart Customers

As the retail industry for fresh produce in Indonesia becomes increasingly competitive, it creates an urgency for retailers to maintain relevant position in the market. Retailers need to cultivate loyal customers to ensure sustained performance and growth. Prima Freshmart, a specialty retailer focusing on poultry products, currently faces challenges with relatively low customer loyalty rates as shown in a presurvey carried out. This research was conducted to explore the impact of service quality, product quality and brand image on customer loyalty through the mediation of customer satisfaction among Prima Freshmart customers. Data was gathered through questionnaires from 194 respondents and analyzed using SmartPLS 4. Results show that service quality, product quality and brand image affect customer satisfaction significantly and positively. Additionally, customer satisfaction significantly and positively affects customer loyalty and mediates the relationship between service quality, product quality, brand image, and customer loyalty. These insightful findings could potentially guide Prima Freshmart's management to improve service quality, product quality, and brand image, thereby enhancing customer satisfaction and loyalty. This study provides valuable insight for theoretical and managerial implications for better customer retention strategies in the retail industry.

Keywords: service quality, product quality, brand image, customer satisfaction, customer loyalty, PLS-SEM analysis