

ABSTRAK

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ANALISIS PENGARUH *FACILITIES*, *BRAND IMAGE*, *PRODUCT QUALITY*, *PROMOTION*, DAN *SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN SOCIOLLA STORE TUNJUNGAN PLAZA DI SURABAYA
(xvii + 99 halaman: 10 gambar; 28 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Facilities*, *Brand Image*, *Product Quality*, *Promotion*, dan *Service Quality* terhadap *Customer Satisfaction* yang membentuk *Customer Loyalty* pada pelanggan Sociolla Store Tunjungan Plaza di Surabaya. Melalui pendekatan kuantitatif, data dikumpulkan menggunakan kuesioner daring yang disebarakan kepada 145 responden, yang merupakan pelanggan Sociolla Store Tunjungan Plaza di Surabaya. Teknik analisis data menggunakan metode *Statistical Product and Service Solutions* (SPSS). Hasil penelitian menunjukkan bahwa *Facilities*, *Brand Image*, *Product Quality*, *Promotion*, dan *Service Quality* memiliki pengaruh signifikan terhadap *Customer Satisfaction*, dan pada akhirnya berpengaruh terhadap *Customer Loyalty*. Penelitian ini memberikan implikasi bagi strategi pemasaran dan manajerial, yang mengindikasikan bahwa pemahaman lebih lanjut terhadap faktor-faktor ini dapat membantu Sociolla dalam memperkuat kesetiaan pelanggan di segmen pasar Indonesia.

Kata Kunci: *Facilities*, *Brand Image*, *Product Quality*, *Promotion*, *Service Quality*, *Customer Satisfaction*, *Customer Loyalty*

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ABSTRACT

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ANALYSIS OF THE INFLUENCE OF FACILITIES, BRAND IMAGE, PRODUCT QUALITY, PROMOTION, AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT SOCIOLLA STORE TUNJUNGAN PLAZA CUSTOMERS IN SURABAYA

(xvii + 99 pages; 10 figures; 28 tables; 4 appendices)

This study aims to analyze the effect of Facilities, Brand Image, Product Quality, Promotion, and Service Quality on Customer Satisfaction which forms Customer Loyalty for Sociolla Store Tunjungan Plaza customers in Surabaya. Through a quantitative approach, data was collected using an online questionnaire distributed to 145 respondents, who are Sociolla Store Tunjungan Plaza customers in Surabaya. The data analysis technique uses the Statistical Product and Service Solutions (SPSS) method. The results showed that Facilities, Brand Image, Product Quality, Promotion, and Service Quality have a significant influence on Customer Satisfaction and ultimately affect Customer Loyalty. This research provides implications for marketing and managerial strategies, indicating that further understanding of these factors can assist Sociolla in strengthening customer loyalty in the Indonesian market segment.

Keywords: Facilities, Brand Image, Product Quality, Promotion, Service Quality, Customer Satisfaction, Customer Loyalty

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