

## **ABSTRACT**

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**THE EFFECT OF BRAND IMAGE AND CUSTOMER SATISFACTION  
ON CUSTOMER LOYALTY AT BRASTAGI SUPERMARKET  
GATOT SUBROTO, MEDAN: THE MEDIATING  
ROLE OF CSR INITIATIVES**

(xvi+91 pages; 6 figures; 21 tables; 6 appendices)

Brastagi Supermarket, despite expanding to locations like Cambridge City Square and Rantau Prapat and attracting many visitors, has seen a gradual decline in sales. Though not yet critical, this trend could threaten long-term growth. With an average rating of 4.6, the presence of lower ratings (3 stars and below) suggests declining customer loyalty. This may be influenced by factors such as brand image and customer satisfaction, which are crucial to maintaining repeat business and sustainability.

The research focuses on consumers of Brastagi Supermarket Gatot Subroto Medan who have visited at least twice. Due to an unknown population size, the Lemeshow formula is used to determine the sample size, which results in 97 respondents. Data is tested for validity and reliability, and analyzed using SPSS 26. The research model is tested for normality, heteroscedasticity, multicollinearity, and linearity, followed by linear regression, multiple regression, and hypothesis testing with F-Test and t-Test.

The study shows that Brand Image ( $B = 0.570$ ,  $p < 0.001$ ) and Customer Satisfaction ( $B = 0.630$ ,  $p < 0.001$ ) significantly influence CSR Initiatives. Furthermore, Brand Image ( $B = 0.283$ ,  $t = 2.108$ ,  $p = 0.038$ ), Customer Satisfaction ( $B = 0.335$ ,  $t = 3.299$ ,  $p = 0.001$ ), and CSR Initiatives ( $B = 0.292$ ,  $t = 2.914$ ,  $p = 0.004$ ) all have a positive and significant effect on Customer Loyalty. The overall model is supported by an Fcount of 37.173 (greater than  $F_{table} = 2.70$ ) and a significance value of 0.000, indicating that Brand Image, Customer Satisfaction, Trust, and CSR Initiatives significantly affect Customer Loyalty at Brastagi Supermarket Gatot Subroto.

**Keywords: Brand Image, Customer Satisfaction, CSR Initiatives, Customer Loyalty**

## **ABSTRAK**

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**PENGARUH CITRA MEREK DAN KEPUASAN PELANGGAN TERHADAP  
LOYALITAS PELANGGAN DI BRASTAGI SUPERMARKET GATOT  
SUBROTO, MEDAN: PERAN MEDIASI INISIATIF CSR**

(xvi+91 halaman; 6 gambar; 21 tabel; 6 lampiran)

*Brastagi Supermarket, meskipun telah melakukan ekspansi ke lokasi seperti Cambridge City Square dan Rantau Prapat serta menarik banyak pengunjung, mengalami penurunan penjualan secara bertahap. Meskipun penurunan ini belum kritis, tren ini bisa mengancam pertumbuhan jangka panjang. Dengan rating rata-rata 4,6, keberadaan ulasan dengan rating 3 bintang ke bawah menunjukkan penurunan loyalitas pelanggan. Hal ini mungkin dipengaruhi oleh faktor seperti citra merek dan kepuasan pelanggan, yang sangat penting untuk menjaga bisnis berulang dan keberlanjutan.*

*Penelitian ini berfokus pada konsumen Brastagi Supermarket Gatot Subroto Medan yang telah berkunjung setidaknya dua kali. Karena ukuran populasi yang tidak diketahui, rumus Lemeshow digunakan untuk menentukan ukuran sampel, yang menghasilkan 97 responden. Data diuji untuk validitas dan reliabilitas, dan dianalisis menggunakan SPSS 26. Model penelitian diuji untuk normalitas, heteroskedastisitas, multikolinearitas, dan linearitas, kemudian dilanjutkan dengan regresi linier, regresi linier berganda, dan uji hipotesis dengan uji F dan uji t.*

*Penelitian ini menunjukkan bahwa Brand Image ( $B = 0.570, p < 0.001$ ) dan Customer Satisfaction ( $B = 0.630, p < 0.001$ ) berpengaruh signifikan terhadap CSR Initiatives. Selain itu, Brand Image ( $B = 0.283, t = 2.108, p = 0.038$ ), Customer Satisfaction ( $B = 0.335, t = 3.299, p = 0.001$ ), dan CSR Initiatives ( $B = 0.292, t = 2.914, p = 0.004$ ) juga memiliki pengaruh positif dan signifikan terhadap Customer Loyalty. Model secara keseluruhan didukung oleh nilai Fcount sebesar 37.173 (lebih besar dari  $F_{table} = 2.70$ ) dengan nilai signifikansi 0.000, yang menunjukkan bahwa Brand Image, Customer Satisfaction, Trust, dan CSR Initiatives berpengaruh signifikan terhadap Customer Loyalty di Brastagi Supermarket Cabang Gatot Subroto.*

**Kata Kunci: Citra Merek, Kepuasan Pelanggan, Inisiatif CSR, Loyalitas Pelanggan**