

PENGARUH CITRA MEREK, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN PADA MARCELIO SPEED SHOP

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ABSTRAK

Tujuan suatu perusahaan yang bergerak di bidang produksi maupun di bidang jasa pada dasarnya adalah pencapaian tujuan yang telah diterapkan. Untuk menjaga kelangsungan hidup perusahaan keuntungan perusahaan diharapkan tetap ada agar perusahaan dapat menjalankan aktivitasnya dalam mencapai tujuan, baik tujuan jangka pendek maupun tujuan jangka panjang. Pengambilan sampel menggunakan metode Purposive sampling yaitu metode penentuan sampel berdasarkan kemudahan. Dalam penelitian ini peneliti menggunakan sampel 100 responden. Alat analisis yang digunakan adalah regresi linier berganda.

Hasil penelitian menunjukkan bahwa variabel citra merek, kualitas produk dan kualitas pelayanan berpengaruh positif. Terdapat pengaruh positif dan signifikan antara citra merek terhadap kepuasan pelanggan. Artinya semakin tinggi citra merek maka kepuasan pelanggan akan meningkat. Terdapat pengaruh positif dan signifikan antara kualitas produk terhadap kepuasan pelanggan. Artinya semakin tinggi kualitas produk maka kepuasan pelanggan akan meningkat. Terdapat pengaruh positif dan signifikan antara kualitas pelayanan terhadap kepuasan pelanggan. Artinya semakin tinggi kualitas pelayanan maka kepuasan pelanggan akan meningkat. Terdapat pengaruh positif dan signifikan antara citra merek terhadap loyalitas pelanggan. Artinya semakin tinggi citra merek maka loyalitas pelanggan akan meningkat. Terdapat pengaruh positif dan signifikan antara kualitas produk terhadap loyalitas pelanggan. Artinya semakin tinggi kualitas produk maka loyalitas pelanggan akan meningkat. Terdapat pengaruh positif dan signifikan antara kualitas pelayanan terhadap loyalitas pelanggan. Artinya semakin tinggi kualitas pelayanan maka loyalitas pelanggan akan meningkat. Terdapat pengaruh positif dan signifikan antara kepuasan pelanggan terhadap loyalitas pelanggan. Artinya semakin tinggi kepuasan pelanggan maka loyalitas pelanggan akan meningkat.

Kata Kunci : citra merek, kualitas produk, kualitas pelayanan, loyalitas pelanggan, kepuasan pelanggan

**THE EFFECT OF BRAND IMAGE, PRODUCTS QUALITY AND
SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH
CUSTOMER SATISFACTION IN MARCELIO SPEED SHOP**

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ABSTRACT

The purpose of a company engaged in the production and in the service sector is basically the achievement of the goals that have been applied. To maintain the survive of the company's profits are expected to remain firm there for the company to run its activities in achieving goals, both short term goals and long term goals. Sampling using purposive sampling method is based on convenience sampling method. In this study, researcher uses sample of 100 respondents. The analysis tool used is multiple linear regression. The results show that the variables brand image, product, and service quality have positive effect. There is a positive and significant effect between brand images on customer satisfaction. It means that the higher the brand image will increase customer satisfaction. There is a positive and significant effect between product qualities on customer satisfaction. It means that the higher the product quality will increase customer satisfaction. There is a positive and significant effect between service quality on customer satisfaction. It means that the higher the service quality will increase customer satisfaction. There is a positive and significant effect between brand image on customer loyalty. It means that the higher the brand image will increase customer loyalty. There is a positive and significant effect between the products quality on customer loyalty. It means that the higher the product quality will increase customer loyalty. There is a positive and significant effect between service quality on customer loyalty. It means that the higher the service quality will increase customer loyalty. There is a positive and significant effect between customer satisfactions on customer satisfaction. It means that the higher the customer satisfaction will increase customer loyalty.

Keyword : brand image, product quality, service quality, customer loyalty, customer satisfaction