

PENGARUH CITRA MEREK, KUALITAS LAYANAN DAN HARGA TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING PADA PELANGGAN TIKI KONTER KEBON JERUK

Septian Muhidi

septianmuhidi18@gmail.com

Dihin Septyanto

dihin.septyanto@esaunggul.ac.id

**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS ESA UNGGUL JAKARTA**

ABSTRACT

This research examines image, service quality and price to customer loyalty through satisfaction. The type of research used is causal associative research with quantitative research. The sample is 215 respondents who are Tiki customers at the Kebon Jeruk counter by using a non probability sampling technique. The data analysis used is descriptive analysis and path analysis.

The results of the study indicate that: the brand image variable is direct and significant to the variable customer satisfaction; service quality variables received directly and significantly on customer satisfaction variables; price variables received directly and significantly on customer satisfaction; variable customer satisfaction is welcomed directly and significantly towards customer loyalty; significant trademark image variable on customer loyalty; service quality variables have a significant influence on customer loyalty; price variable has a significant influence on customer loyalty. Thus, get Tiki to continue to improve and adjust the brand image, service quality and price. This will increase customer satisfaction and make customers loyal.

Keywords: Brand Image, Service Quality, Price, Customer Satisfaction, Loyalty Customer.