

ABSTRAKSI

SARI IRMA SURYANI, Pengaruh Citra Merek dan Kualitas Produk Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Susu cair Indomilk (Studi Kasus pada Mahasiswa/i Aktif Reguler Fakultas Ekonomi dan Bisnis Universitas Esa Unggul, Kampus Kebon Jeruk Angkatan 2013-2015). (dibimbing oleh Ari Anggarani W.P.T).

Penelitian ini bertujuan untuk mengetahui pengaruh langsung citra merek dan kualitas produk terhadap kepuasan konsumen susu cair Indomilk. Pengaruh langsung citra merek, kualitas produk dan kepuasan konsumen terhadap loyalitas konsumen susu cair Indomilk. Pengaruh tidak langsung citra merek terhadap loyalitas konsumen melalui kepuasan konsumen susu cair Indomilk dan pengaruh tidak langsung kualitas produk terhadap loyalitas konsumen melalui kepuasan konsumen susu cair Indomilk. Dalam penelitian ini variabel independen terdiri dari citra merek, kualitas produk dan variabel intervening adalah kepuasan konsumen, sedangkan variabel dependen adalah loyalitas konsumen.

Metode analisis yang digunakan adalah analisis jalur dengan menggunakan kriteria, jumlah sampel ditetapkan 150 responden. Hasil penelitian menunjukkan bahwa citra merek dan kualitas produk berpengaruh terhadap kepuasan konsumen susu cair Indomilk. Kualitas produk dan kepuasan konsumen berpengaruh terhadap loyalitas konsumen sedangkan, citra merek tidak berpengaruh terhadap loyalitas konsumen susu cair Indomilk. Citra merek dan kualitas produk berpengaruh tidak langsung terhadap loyalitas konsumen melalui kepuasan konsumen susu cair Indomilk.

Kata kunci: Citra Merek, Kualitas Produk, Kepuasan Konsumen, dan Loyalitas Konsumen.

ABSTRACT

SARI IRMA SURYANI, *Analysis of the influence of brand image and product quality toward the customer loyalty through the customer satisfaction on susu cair Indomilk (Case Study on Student Active Regular Faculty of Economics and Business Esa Unggul University, Campus Kebon Jeruk from 2013 to 2015). (Supervised by Ari Anggarani W.P.T).*

The objective of this study is to find out the influence of brand image and product quality toward the customer satisfaction on susu cair Indomilk product. The directly influence of brand image, product quality and customer satisfaction toward the customer loyalty on susu cair Indomilk. The influence indirect effect of brand image toward the customer loyalty through the customer satisfaction on susu cair Indomilk and The directly influence of product quality toward the customer loyalty through the customer satisfaction on susu cair Indomilk. In this study, the independent variable are brand image and product quality and intervening variable is customer satisfaction, while the dependent variable is the customer loyalty

The method of analysis that use is analysis path by use the criteria, the sample of the set 150 respondents. The result showed that brand image and product quality directly influence toward the customer satisfaction susu cair Indomilk. Product quality and customer satisfaction directly influence the customer loyalty while, brand image not directly influence toward customer loyalty susu cair Indomilk. Brand image and product quality indirectly influence toward customer loyalty through the customer satisfaction on susu cair Indomilk.

Keyword: *Brand Image, Product quality, customer satisfaction and customer loyalty*