

ABSTRACT

Renni septi wulandari, The Influence of Brand Image and Quality Product on Loyalty through Customer Satisfaction as Intervening Variable on Mie Sedap Istan in West Jakarta. (Supervised by R.A Nurlinda)

This study aims to determine the Influence of Brand Image and Product Quality to Loyalty Through Customer Satisfaction as Intervening variable at Instant Sediment mica in West Jakarta area. This study uses Path Analysis. The sample used 140 respondents, based on Purposive Sampling. The respondents of this research are Mie Sedap Istan customers in West Jakarta. The result of the research shows that Brand Image has positive and significant effect to Customer Satisfaction, Product Quality has positive and significant impact to Customer Satisfaction, Brand image has positive and significant effect on Loyalty, Product Quality has positive and significant effect on Loyalty, and Customer Satisfaction has positive and significant influence to Loyalty. Furthermore, Brand image has positive and significant impact on Loyalty through Customer Satisfaction.

Keywords: Brand Image, Product Quality, Loyalty, Customer Satisfaction.