

ABSTRACT

DEWI MANURUNG. *The Influence of Brand Image and Product Quality To Loyalty Through Customer Satisfaction As Intervening Variable In Pixy Solid Powder Products in Perum Puri Kartika Baru, Ciledug Tangerang City (guided by Mrs. Anggarani W.P.T)*

This study aims to determine the effect of Brand Image and Product Quality To Customer Loyalty Through Customer Satisfaction As Intervening Variable On Pixy Solid Powder Products. In this study independent variables consist of Brand Image, Product Quality and Customer Satisfaction while the dependent variable is customer loyalty. The population in this study is all customers who use solid powder Pixy in the new colonial puri ceramic, Ciledug Tangerang City. Sampling using purposive sampling method. The sample taken is 150 respondents by using quota sampling technique. Data analysis techniques in this study using Product Moment Validity Test, Test Reliability Cronbach Alpha, Path Analysis (Path Analysis).

From the results of this study can be concluded that the brand image and product quality together have a positive and significant influence on customer loyalty through customer satisfaction as intervening variable on Pixy solid powder in the territory of Perum puri kartika new, Ciledug Tangerang City.

Keywords: *Brand Image, Product Quality, Customer Satisfaction and Customer Loyalty*