

## ABSTRACT

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*This study takes the object of research on Go-jek customers who use Go-Ride services where in 2017 the number of customers has decreased. The purpose of this study is to determine the effect of Brand Image and Service Quality on Loyalty through Customer Satisfaction. Both direct and indirect influences with Brand Image variables as independent variables while Customer Loyalty and Satisfaction are dependent variables. The population in this study were students at the University of Esa Unggul, Kebon Jeruk, West Jakarta at least used the services of Go-Ride for 3 times in 1 month. Sampling using purposive sampling method with non probability sampling and quota sampling techniques as many as 150 respondents by distributing questionnaires. The data analysis method used is Path Analysis. The results showed that Brand Image and Service Quality partially has a positive and significant influence on Customer Satisfaction. Brand Image has a positive and significant influence on service loyalty and quality has a significant influence on loyalty. Customer satisfaction has a positive and significant influence on loyalty. Brand Image, Service Quality and Customer Satisfaction show that jointly influence Loyalty.*

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