

ABSTRACT

ACHMAD ARBIYAN, The Effect of Brand Image and Service Quality The Impact on Customer Satisfaction as well as Customer Loyalty in customer Starbucks (Case Study in the area of Tanjung Duren). (Supervised by Eka Bertuah).

This study was conducted to determine the effect of Brand Image and Service Quality on Customer Loyalty through Customer Satisfaction in Starbucks customers. Exogenous variables consist of Brand Image and Service Quality, endogenous variables consisting of Customer Loyalty and intervening variables consisting of Customer Satisfaction. The research was conducted on customers in the Tanjung Duren area who consumed Starbucks. The sample used in this study was 160 respondents, based on purposive sampling. This study uses the Path Analysis technique.

The results of this research showed that Brand Image and Service Quality positives and significant impact on Customer Loyalty and Customer Satisfaction. However, variable job satisfaction doesn't have the power as an intervening variable.

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