

ABSTRACT

Rezky Akbar. Pengaruh Brand Image Dan Kualitas Pelayanan Terhadap Loyalitas Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Pelanggan Grab Pengguna Grabbike) (Dibimbing Oleh Dihin Septyanto).

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan kualitas pelayanan terhadap loyalitas melalui kepuasan pelanggan jenis penelitian yang digunakan adalah penelitian asosiatif kausal dengan pendekatan kuantitatif. Sampel sebanyak 170 responden yang merupakan Pelanggan Grab pengguna *Grabbike* dengan menggunakan teknik *non probability sampling*. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (*Path Analysis*).

Hasil penelitian menunjukkan bahwa: variabel *brand image* berpengaruh langsung dan signifikan terhadap variabel kepuasan pelanggan; variabel kualitas pelayanan berpengaruh langsung dan signifikan terhadap kepuasan pelanggan; variabel kepuasan pelanggan berpengaruh langsung dan signifikan terhadap loyalitas pelanggan; variabel *brand image* berpengaruh signifikan terhadap loyalitas pelanggan; variabel kualitas pelayanan memiliki pengaruh signifikan terhadap loyalitas pelanggan. Dengan demikian, sebaiknya pelanggan Grab Pengguna *Grabbike* terus meningkatkan *brand image* dan kualitas pelayanan. Hal tersebut akan mampu mempengaruhi kepuasan pelanggan dan membuat pelanggan menjadi loyal.

Kata Kunci: *Brand Image*, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas

ABSTRACT

Rezky Akbar, The Effects of Brand Image and Service Quality on Loyalty Through Customer Satisfaction As an Intervening Variable (Case Study Customers Grab Grabbike Users) (Supervised by Dihin Septyanto)

This study aimed investigate to know that influence of brand image and service quality on loyalty through customer satisfaction. The type of research used is causal associative research with a quantitative approach. A sample of 170 respondents who were Grabbike users Grab customers using non-probability sampling techniques. Data analysis used is descriptive analysis and path analysis.

The data are collected through questionnaire. Descriptive analysis and path analysis are used as data analysis techniques. The result of this research shows that: Brand Image has direct and significant effect on Customers Satisfaction; Service Quality has direct and significant effect on Customers Satisfaction; Customers Satisfaction has direct and significant effect on Costumer's Loyalty; Brand Image has direct and significant effect on Customer Loyalty; Service Quality has direct and significant effect on Costumer's Loyalty. Thus, Customers Grab Grabbike User should continue to improve their brand image and service quality. So that, it will influence Customers Satisfaction and customers will continue to become loyal.

Key Words: Brand Image, Service Quality, Customers Satisfaction, Loyalty