

ABSTRAK

Judul : Pengaruh Kualitas Produk Dan Citra Merek terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan Sebagai Variabel Intervening pada Produk Mie Sedaap Instan. (di bimbing oleh Jatmiko)

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Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk dan Citra Merek terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening pada produk Mie Sedaap Instan di Universitas Esa Unggul Kampus Citra Raya Kabupaten Tangerang Provinsi Banten. Penelitian ini menggunakan analisis jalur. Sampel yang digunakan berdasarkan purposive sampling sebanyak 140 responden. Responden Di penelitian ini pelanggan Mie Sedaap Instan di Wilayah Kabupaten Tangerang Provinsi Banten. Dari hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, Citra Merek berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, Kualitas Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, Citra Merek berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, Kepuasan berpengaruh positif signifikan terhadap Loyalitas Pelanggan, Kualitas Produk berpengaruh positif dan tidak signifikan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan dan Citra Merek berpengaruh positif dan signifikan terhadap Loyalitas melalui Kepuasan Pelanggan.

Kata kunci : Kualitas Produk, Citra Merek, Kepuasan Pelanggan dan Loyalitas Pelanggan.

ABSTRACT

Title : *The Effect of Product Quality and Brand Image on Customer Loyalty through Customer Satisfaction as Intervening Variables in Mie Sedaap Instan as Noodle Products. (guided by Jatmiko)*

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This study aims to determine the effect of Product Quality and Brand Image on Customer Loyalty through Customer Satisfaction as an Intervening Variable on Instant Noodle Products at Esa Unggul University Citra Raya Campus Tangerang Regency, Banten Province, Banten. This research uses path analysis. The sample used was based on purposive sampling of 140 respondents. Respondents In this study Instant Sedaap Noodle customers in Tangerang Regency Banten Province. From the results of the study indicate that Product Quality has a positive and significant effect on Customer Satisfaction, Brand Image has a positive and significant effect on Customer Satisfaction, Product Quality has a positive and significant effect on Customer Loyalty, Brand Image has a positive and significant effect on Customer Loyalty, Satisfaction has a positive and significant effect on Customer Loyalty, Product Quality has a positive and not significant effect on Customer Loyalty through Customer Satisfaction and Brand Image has a positive and significant effect on Loyalty through Customer Satisfaction.

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