

ABSTRAK

Judul : Analisis Pengaruh Brand Image dan Product Assortment Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen (Studi Kasus Pada Pizza Hut Wilayah Jakarta Barat).
Nama : Mochamad Iqbal
Program Studi : Manajemen
Pembimbing : R.A Nurlinda

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image* dan *Product Assortment*, dengan Kepuasan Konsumen sebagai variabel *intervening* terhadap Loyalitas Pelanggan pada Pizza Hut wilayah Jakarta Barat. Variabel *independen* terdiri atas *Brand Image* dan *Product Assortment*, variabel *dependen* adalah Loyalitas Pelanggan dan variabel *intervening* adalah Kepuasan Konsumen. Penelitian ini dilakukan pada konsumen Pizza Hut wilayah Jakarta Barat yang telah membeli dan mengkonsumsi produk pada Pizza Hut wilayah Jakarta Barat. Sampel yang digunakan 115 responden, dengan teknik pengambilan sampel yaitu sampel *purposive* atau *purposive sampling*. Jenis penelitian ini merupakan penelitian asosiatif yang bersifat kausal dan metode analisis yang digunakan dalam penelitian ini menggunakan teknik analisa Analisis Jalur (*Path Analysis*).

Hasil penelitian ini menunjukkan bahwa *Brand Image* dan *Product Assortment* berpengaruh secara positif dan signifikan terhadap Kepuasan Konsumen, selanjutnya *Brand Image* dan *Product Assortment* berpengaruh positif dan tidak signifikan terhadap Loyalitas Pelanggan, selanjutnya Kepuasan Konsumen berpengaruh secara positif dan signifikan terhadap Loyalitas Pelanggan. Pada penelitian ini, Kepuasan Konsumen berhasil menjadi variabel *intervening* karena *Brand Image* dan *Product Assortment* hanya dapat mempengaruhi Loyalitas Pelanggan apabila dimediasi melalui Kepuasan Konsumen.

Kata Kunci : *Brand Image, Product Assortment, Kepuasan Konsumen, Loyalitas Pelanggan dan Pizza Hut wilayah Jakarta Barat.*

ABSTRACT

Title : *Analysis of the Effect of Brand Image and Product Assortment on Customer Loyalty Through Consumer Satisfaction (Case Study in Pizza Hut in West Jakarta Region).*

Name : Mochamad Iqbal

Study program : Management

Mentor : R.A Nurlinda

This study aims to determine the effect of Brand Image and Product Assortment, with Consumer Satisfaction as an intervening variable on Customer Loyalty in Pizza Hut in West Jakarta. The independent variable consists of Brand Image and Product Assortment, the dependent variable is Customer Loyalty and the intervening variable is Consumer Satisfaction. This research was conducted on Pizza Hut consumers in West Jakarta who have bought and consumed products at Pizza Hut in West Jakarta. The sample used was 115 respondents, with a sampling technique that is purposive or purposive sampling.

This type of research is an associative research which is causal in nature and the analytical method used in this study uses Path Analysis analysis techniques. The results of this study indicate that Brand Image and Product Assortment have a positive and significant effect on Consumer Satisfaction, then Brand Image and Product Assortment have a positive and not significant effect on Customer Loyalty, then Customer Satisfaction has a positive and significant effect on Customer Loyalty. In this study, Consumer Satisfaction successfully becomes an intervening variable because Brand Image and Product Assortment can only affect Customer Loyalty if mediated through Consumer Satisfaction.

Keywords: Brand Image, Product Assortment, Consumer Satisfaction, Customer Loyalty and Pizza Hut in West Jakarta.