

ABSTRAKSI

OKA PAJAR SAKTI. Pengaruh *Brand Image* terhadap kepuasan konsumen terhadap loyalitas konsumen AMDK Galon Aqua studi kasus di kelurahan Pagedangan (dibimbing oleh Ari Anggarani W.P.T).

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* terhadap kepuasan konsumen dan loyalitas konsumen air minum dalam kemasan galon aqua di kelurahan Pagedangan. *Brand Image* menjadi variabel independen dan loyalitas konsumen sebagai dependen dan kepuasan konsumen sebagai *intervenig*. Pengambilan sampel menggunakan teknik *purposive sampling* dengan metode *quota sampling* sebanyak 100 responden. Metode analisis data dalam penelitian menggunakan metode analisis jalur (*path*). Hasil penelitian menunjukkan bahwa *brand image* Aqua berpengaruh positif terhadap kepuasan konsumen. Kepuasan konsumen memiliki pengaruh positif namun hasil tidak signifikan terhadap loyalitas konsumen. *Brand image* mempunyai pengaruh positif terhadap loyalitas konsumen melalui kepuasan konsumen air minum dalam kemasan galon Aqua di kelurahan pagedangan. Hal ini sesuai dengan kondisi sebenarnya bahwa konsumen tertarik untuk membeli air minum dalam kemasan Galon Aqua karena *brand image* Aqua, sehingga menjadikan konsumen puas dan loyal terhadap air minum dalam kemasan galon Aqua.

Kata Kunci: *Brand Image*, kepuasan konsumen dan loyalitas konsumen.

ABSTRACT

OKA PAJAR SAKTI. Influence of Brand Image on consumer satisfaction on consumer loyalty Galon Aqua drinking water in villages Pagedangan case studies (guided by Mrs. Ari Anggarani W.P.T).

This study aims to determine the effect of brand image on consumer satisfaction and consumer loyalty gallons of bottled water in the village Pagedangan aqua. Brand Image became independ- ent variables and customer loyalty as dependen and customer satisfaction as a intervenig. Sampling using purposive sampling method quota sampling of 100 respondents. Methods of data analysis using path analysis (path). The results showed that the brand image Aqua positive effect on customer satisfaction capable of giving hope that consumers are satisfied with the brand image offered by Aqua. Consumer satisfaction has a positive effect but not significant customer loyalty because people are satisfied loyal but not necessarily because of their brand associations are satisfied or not consumers will remain loyal. Brand image has a positive impact on customer loyalty through customer satisfaction gallons of bottled water in the village Aqua Pagedangan. This is in accordance with the actual conditions that consumers are interested in buying bottled water Galon Aqua becuse brand image Aqua, making the customer satisfied and loyal to a gallon of bottled water Aqua.

Keywords: Brand Image, consumer satisfaction and consumer loyalty.