

ABSTRACT

Research aimed to analyze the Influence of Brand Equity, to Customer Loyalty with Customer Satisfaction as a variable pemediasi at Starbucks Coffee cafe. In this study Starbucks Coffee in Yogyakarta as a research object and subject are students at the University of Muhammadiyah Yogyakarta ever mengunjungi Starbucks Coffee in Yogyakarta at least 2 times. Sample of 161 respondents in the University of Muhammadiyah Yogyakarta analysis used was SPSS version 16.0 for Windows.

Based on the analysis that has been done, the result that the three variables have significant influence, brand equity have a significant effect on customer satisfaction, customer satisfaction have significant influence customer loyalty, brand equity have a significant effect on customer loyalty, customer satisfaction were able to mediate the brand equity to customer loyalty.

Keywords: Brand Equity, Customer Satisfaction and Customer Loyalty