

**PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP
KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN**

(Studi Pada Pelanggan Warung Kopi Asiang di Kota Pontianak)

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INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh Citra Merek dan Kualitas Produk Terhadap Kepuasan Pelanggan, Kepuasan Pelanggan terhadap Loyalitas Pelanggan, Citra Merek dan Kualitas Produk terhadap Loyalitas Pelanggan serta hubungan tidak langsung antara Citra Merek dan Kualitas Produk terhadap Loyalitas Pelanggan yang dimediasi oleh Kepuasan Pelanggan. Subjek penelitian ini adalah pelanggan Warung Kopi Asiang di Kota Pontianak yang telah berkunjung lebih dari dua kali dalam waktu satu minggu. Sampel dalam penelitian ini berjumlah 150 responden yang ditentukan dengan teknik *purposive sampling*. Alat analisis yang digunakan *Structural Equation Modeling* (SEM).

Berdasarkan analisis diperoleh hasil bahwa Citra Merek dan Kualitas Produk berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, Citra Merek dan Kualitas Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, serta hubungan tidak langsung antara Citra Merek dan Kualitas Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan yang dimediasi oleh Kepuasan Pelanggan

Kata Kunci : Citra Merek, Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan.

***THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON
CUSTOMERS SATISFACTION AND CUSTOMERS LOYALTY***

(Study On Asiang Coffee Shop Customers in Pontianak City)

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ABSTRACT

This research aims to analyze the influence of Brand Image and Product Quality on Customer Satisfaction, Customer Satisfaction on Customer Loyalty, Brand Image and Product Quality to Customer Loyalty and indirect relationship between Brand Image and Product Quality to Customer Loyalty mediated by Customer Satisfaction. The subject in this research is Asiang Coffee Shop customers in Pontianak City who had visited more than twice on one week. The sample in this research sample of 150 respondents determined by purposive sampling technique. Analysis tool used in this research is the Structural Equation Modeling (SEM).

Based on the analysis, it is found that Brand Image and Product Quality have positive and significant effect to Customer Satisfaction, Customer Satisfaction has positive and significant influence to Customer Loyalty, Brand Image and Product Quality have positive and significant impact to Customer Loyalty, and indirect effects between Brand Image and Quality Products have a positive and significant impact on Customer Loyalty mediated by Customer Satisfaction.

Keywords: Brand Image, Product Quality, Customers Satisfaction, Customers Loyalty.

