INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan kualitas produk terhadap loyalitas pelanggan melalui kepuasan pelanggan pada Batik Sadewa Sragen. Dalam penelitian ini sampel yang diporel sebanyak 186 responden yang dipilih dengan menggunakan metode *purposive sampling* dengan teknik pengumpulan data menggunakan kuesioner. Alat analisis yang digunakan adalah Analisis *Structural Equations Modelling* dengan menggunakan software AMOS 24.0.

Berdasarkan analisis yang telah dilakukan diperoleh bahwa: (1) Citra merek berpengaruh positif signifikan terhadap kepuasan pelanggan, (2) Kualitas produk berpengaruh positif signifikan terhadap kepuasan pelanggan, (3) Kepuasan pelanggan berpengaruh positif signifikan loyalitas pelanggan, (4) Citra merek berpengaruh positif signifikan loyalitas pelanggan, (5) Kualitas produk berpengaruh positif signifikan terhadap loyalitas pelanggan, (6) Kepuasan pelanggan tidak mampu memediasi citra merek terhadap loyalitas pelanggan, (7) Keuasan pelanggan tidak mampu memediasi kualitas produk terhadap loyalitas pelanggan

Kata Kunci: Citra Merek, Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan, *Structural Equation Modelling*

ABSTRACT

This study aims to analyze the effect of Brand Image and Product Quality toward Customer Loyalty through Customer Satisfaction on Batik Sadewa Sragen. In this study the sample obtained as many as 186 respondents selected by using purposive sampling method with data collection techniques using questionnaires. The analysis tool used is Structural Equations Modelling using AMOS 24.0 application.

Based on the analysis that has been done: (1) Brand Image has positive and significant effect toward to Customer Satisfaction, (2) Product Quality has positive and significant effect toward to Customer Satisfaction, (3) Product Quality has positive and significant effect toward to Customer Loyalty, (4) Brand Image has positive and significant effect toward to Customer Loyalty, (5) Product Quality has positive and significant effect toward to Customer Satisfaction, (6) Customer Satisfaction is unable to mediate between Brand Image toward Customer Loyalty, (7) Customer Satisfaction is unable to mediate between Product Quality toward Customer Loyalty.

Keyword: Brand Image, Product Quality, Customer Satisfaction, Customer Loyalty, Structural Equation Modelling