

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh citra merek, harga dan kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel *intervening* pada pelanggan Donat-Roti Ciliwung Cabang Pagah Jember. Penelitian ini dilakukan dengan metode pendekatan kuantitatif. Pengambilan sampel dilakukan secara *purposive sampling*, jumlah sampel pada penelitian ini sebanyak 105 responden. Analisis yang digunakan dalam penelitian ini menggunakan uji SEM berbasis variansi atau *Partial Least Square* (SEM-PLS) dengan program Warp PLS 7.0. Hasil penelitian membuktikan, citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan, harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, masing-masing variabel citra merek, harga dan kualitas pelayanan berpengaruh positif berpengaruh positif tetapi tidak signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, dengan nilai pengaruh tidak langsung lebih kecil daripada pengaruh langsung.

Kata kunci: Citra Merek, Harga, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan.



ABSTRACT

This study aims to analyze the influence of brand image, price and service quality on customer loyalty with customer satisfaction as an intervening variable in Donat-Roti Ciliwung Pagah Jember Branch customers. This research was conducted using quantitative approach method. Sampling was carried out by purposive sampling, the number of samples in this study was 105 respondents. The analysis used in this study used a variance-based SEM test or Partial Least Square (SEM-PLS) with the Warp PLS 7.0 program. The results of the study prove, brand image has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer loyalty, price has a positive and significant effect on customer loyalty, service quality has a positive and significant effect on customer loyalty, satisfaction Customers have a positive and significant effect on customer loyalty, each variable of brand image, price and service quality has a positive but not significant effect on customer loyalty through customer satisfaction, with the value of indirect influence smaller than direct influence..

Keywords: *Brand Image, Price, Service Quality, Customer Satisfaction, Customer Loyalty.*

