

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari kualitas pelayanan, dan citra merek terhadap loyalitas pelanggan melalui kepuasan pelanggan. Hipotesis dalam penelitian ini kualitas pelayanan, dan citra merek berpengaruh terhadap kepuasan pelanggan dan loyalitas pelanggan secara parsial. Objek penelitian ini adalah pelanggan Dira Café Ambulu Jember dengan jumlah 93 responden menggunakan teknik *purposive sampling*. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis path dan uji hipotesis (uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa kualitas pelayanan, dan citra merek berpengaruh positif signifikan terhadap kepuasan pelanggan dan modal dua menunjukkan bahwa pelayanan citra merk dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci: kualitas pelayanan, citra merek, kepuasan pelanggan dan loyalitas pelanggan.



ABSTRACT

This study aims to determine the effect of service quality, and brand image on customer loyalty through customer satisfaction. The hypothesis in this study is service quality, and brand image has an effect on customer satisfaction and customer loyalty partially. The object of this research is the customers of Dira Café Ambulu Jember with 93 respondents using purposive sampling technique. Data collection techniques used observation, interviews and questionnaires. The analysis used includes the validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), path analysis and hypothesis testing (t test, coefficient of determination). The result showed that service quality, and brand image had a significant and capital two showed that service brand image and customer satisfaction had a positive and significant effect on customer loyalty.

Keywords: *service quality, brand image, customer satisfaction and customer loyalty*

