

ABSTRAK

Maya Rizona, No.BP 17101155310592, Manajemen Fakultas Ekonomi dan Bisnis (2021), Pengaruh Citra Merek Dan Kualitas Produk Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Keripik Balado Christine Hakim Kota Padang, dibawah bimbingan Bapak Dr. Yulasmi., SE.,M.M dan Bapak Rio Andhika Putra, SH.,M.M.

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh Pengaruh Citra Merek dan Kualitas Produk terhadap Loyalitas pelanggan dan seberapa besar pengaruh Pengaruh Citra Merek, Kualitas Produk , dan Loyalitas Pelanggan terhadap Kepuasan Pelanggan. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 100 responden yang di dapat dengan rumus suharsimi arikunto pada populasi masyarakat dalam dan luar kota padang. Teknik pengambilan sampel yaitu menggunakan *probability* sampling dengan *model stratified random* sampling. Metode analisis yang digunakan adalah analisis korelasi, regresi linear berganda dan analisis jalur (*Path Analysis*) menggunakan SPSS 16.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh Citra Merek dan Kualitas Produk secara parsial berpengaruh signifikan terhadap Loyalitas Pelanggan Pada Keripik Balado Christine Hakim Kota Padang. Berdasarkan Uji Simultan (Uji F) diperoleh Citra Merek Dan Kualitas Produk Secara Bersama- Sama Berpengaruh Signifikan Terhadap Loyalitas Pelanggan Pada Keripik Balado Christine Hakim Kota Padang.

Dan juga hasil penelitian berdasarkan Uji Parsial (Uji t) diperoleh, Citra Merek, Kualitas Produk dan Loyalitas Pelanggan secara parsial berpengaruh signifikan terhadap Kepuasan Pelanggan Pada Keripik Balado Christine Hakim Kota Padang. Serta berdasarkan Uji Simultan (Uji F) diperoleh Citra Merek ,Kualitas Produk dan Loyalitas Pelanggan secara bersama-sama berpengaruh signifikan terhadap Kepuasan Pelanggan Pada Keripik Balado Christine Hakim Kota Padang.

Kontribusi dari variabel Citra Merek dan Kualitas Produk melalui Kepuasan Pelanggan 68,3% sedangkan sisanya sebesar 31,7% dipengaruhi varibel lain diluar penelitian ini.

Kata kunci : Citra Merak, Kualitas Produk , Loyalitas Pelanggan, Kepuasan Pelanggan

ABSTRACT

Maya Rizona, No.BP 17101155310592, Management of the Faculty of Economics and Business (2021), The Influence of Brand Image and Product Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable in Balado Christine Hakim Chips, Padang City, under the guidance of Mr. Dr. Yulasmi., SE.M.M and Mr. Rio Andhika Putra, SH., M.M.

This study aims to test how much influence the influence of brand image and product quality on customer loyalty and how much influence the influence of brand image, product quality and customer loyalty to customer satisfaction. Methods of data collection through surveys and distributing questionnaires, with a sample of 100 respondents obtained by the suharsimi arikunto formula in the population of people inside and outside the city of Padang. The sampling technique used is probability sampling with stratified random sampling. The analysis method used is correlation analysis, multiple linear regression and path analysis using SPSS 16.

The results obtained based on the partial test (t test) showed that the brand image and product quality partially had a significant effect on customer loyalty in Balado Christine Hakim Chips in Padang City. Based on the Simultaneous Test (Test F), it is obtained that the Brand Image and Product Quality Together have a significant effect on customer loyalty in Balado Christine Hakim Chips in Padang City.

And also the results of research based on partial test (t test) obtained, brand image, product quality and customer loyalty partially have a significant effect on customer satisfaction at Balado Christine Hakim Chips in Padang City. And based on the Simultaneous Test (Test F) obtained Brand Image, Product Quality and Customer Loyalty together have a significant effect on Customer Satisfaction at Balado Christine Hakim Chips in Padang City.

The contribution of the variable Brand Image and Product Quality through Customer Satisfaction is 68.3%, while the remaining 31.7% is influenced by other variables outside of this study.

Keywords: Brand Image, Product Quality, Customer Loyalty, Customer Satisfaction