

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *service quality*, *customer satisfaction* dan *brand image* terhadap *customer loyalty* pada kedai Serlok Kopi (studi pada kedai Serlok Kopi Mulyosari Surabaya).

Jenis penelitian ini merupakan penelitian kuantitatif. Populasi yang digunakan oleh peneliti dalam penelitian ini yaitu pengunjung Serlok Kopi Mulyosari Surabaya yang tidak diketahui jumlah pastinya. Teknik pengambilan sampel dalam penelitian ini menggunakan Teknik *accidental sampling* dengan jumlah sampel sebanyak 100 responden. Jenis data yang digunakan yaitu bersumber dari data primer yang di dapatkan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis regresi linear berganda.

Hasil penelitian uji asumsi klasik yang dilakukan melalui normalitas, multikolinearitas dan heteroskedasitas menunjukkan bahwa semua variabel yang digunakan telah memenuhi syarat yang ditentukan. Sedangkan uji kelayakan model menggunakan uji F dan koefisien determinasi menyatakan model regresi pada penelitian layak digunakan. Hasil uji hipotesis menunjukkan bahwa *service quality*, *customer satisfaction* dan *brand image* berpengaruh signifikan terhadap *customer loyalty*.

Kata Kunci: *service quality, customer satisfaction, brand image, customer loyalty*

ABSTRACT

This research aimed to examine the effect of service quality, customer satisfaction, and brand image on customer loyalty at Serlok Kopi cafe (A Study at Serlok Kopi cafe, Mulyosari, Surabaya).

The research was quantitative. Moreover, the population was visitors of Serlok Kopi cafe, Mulyosari, Surabaya which were unknown in number. Furthermore, the data collection technique used accidental sampling with 100 respondents as the sample. The data were primary with questionnaires as the instrument. The questionnaires were distributed to the respondents. Additionally, the data analysis technique used multiple linear regression.

The result of the classical assumption test which consisted of normality, multicollinearity, and heteroscedasticity tests showed that all variables had fulfilled the criteria. In addition, the proper model test which used F-test and determination coefficient showed that the regression model was properly used. While the result of the hypothesis test concluded that service quality, customer satisfaction, and brand image had a significant effect on customer loyalty.

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

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