

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Produk, Citra Merek dan Kepuasan Pelanggan terhadap loyalitas Pelanggan. Variabel independen yang dalam penelitian ini yaitu Loyalitas Pelanggan, sedangkan variabel dependen yang dipakai adalah kualitas produk, citra merek, kepuasan pelanggan.

Populasi yang diambil dalam penelitian ini yaitu Pelanggan Excelso cabang Ahmad Yani Surabaya. Penelitian ini menggunakan jenis penelitian kuantitatif dengan cara teknik pengambilan sampel berupa *purposive sampling* dengan metode *accidental sampling* yaitu pengambilan sampel yang dilakukan secara kebetulan yang sampelnya ditentukan dengan kriteria – kriteria tertentu. Penelitian ini menggunakan metode analisis linier berganda, Analisis data menggunakan asumsi klasik meliputi uji normalitas, uji multikolonieritas, uji autorelasi, uji heteroskedastisitas.

Hasil penelitian menunjukkan bahwa variable kepuasan pelanggan berpengaruh secara parsial terhadap loyalitas pelanggan, sedangkan kualitas produk dan citra merek tidak begitu pengaruh terhadap loyalitas pelanggan Excelso Ahmad Yani Surabaya

**Kata Kunci** : Kualitas Produk, Citra Merek, Kepuasan Pelanggan, Loyalitas Pelanggan.

## ABSTRACT

*This research aimed to analyze the effect of product quality, brand image, and customer satisfaction on customer loyalty. The independent variable was customer loyalty. While the dependent variables were product quality, brand image, and customer satisfaction.*

*The population was customers at Excelso, a branch of Ahmad Yani, Surabaya. Furthermore, the data collection technique used purposive sampling. Meanwhile, the data sampling technique used accidental sampling. This sampling was applied accidentally, in which the sample was taken on purpose with certain criteria. Moreover, the data analysis technique used multiple linear analysis and classical assumptions which consisted of a normality test, multicollinearity test, autocorrelation test, and heteroscedastic test.*

*Based on the research result, it concluded that customer satisfaction had a partial effect on customer loyalty at Excelso, Ahmad Yani, Surabaya. However, product quality had an insignificant effect on customer loyalty at Excelso, Ahmad Yani, Surabaya. Likewise, the brand image had an insignificant effect on customer loyalty at Excelso, Ahmad Yani, Surabaya.*

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



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