Analysis of the Effect of Brand Image and Service Quality on Customer Loyalty through Customer Satisfaction in Tokopedia E-Commerce

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Abstract

This research was conducted to analyze and study the influence of Brand Image and Service Quality on customer loyalty through customer satisfaction on Tokopedia e-commerce. This study was conducted with respondents who use the Tokopedia application with a minimum of 3x purchases. Data collection using a questionnaire (gform) and 100 respondents have been collected. This research was conducted in quantitative and descriptive analysis using SmartPLS and the three box method. This research states that (1) Brand Image has a positive and significant effect on customer loyalty on Tokopedia e-commerce. (2) Service Quality has a positive and significant effect on customer loyalty on Tokopedia e-commerce. Good Service Quality will form customer loyalty based on positive experiences received continuously from consumers. (3) Brand Image on customer satisfaction in Tokopedia e-commerce, has a positive and significant effect. (4) Service Quality on customer satisfaction in Tokopedia e-commerce, has a positive and significant effect. (5) Customer satisfaction with customer loyalty in Tokopedia e-commerce, has a positive and significant effect.

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

Analisis Pengaruh *Brand Image* Dan *Service Quality* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada *E-Commerce* Tokopedia

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Abstrak

Penelitian ini dilaksanakan dalam upaya menganalisa dan mempelajari pengaruh *Brand Image* dan *Service Quality* terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada *e-commerce* Tokopedia. Studi ini dilakukan dengan responden pengguna aplikasi Tokopedia dengan minimal telah melakukan pembelian sebanyak 3x. Pengambilan data menggunakan kuisioner gform dan telah terkumpul sebanyak 100 responden. Penelitian ini dilakukan secara kuantitatif dan analisis deskriptif dengan menggunakan SmartPLS dan metode *three box method*. Penelitian ini menyatakan bahwa *Brand Image* memiliki pengaruh positif dan signifikan terhadap Loyalitas Pelanggan pada *e-commerce* Tokopedia. *Service Quality* memiliki pengaruh positif dan signifikan terhadap Loyalitas Pelanggan pada e-commerce Tokopedia. *Brand Image* terhadap Kepuasan Pelanggan di *e-commerce* Tokopedia, memiliki pengaruh positif dan signifikan. *Service Quality* terhadap Kepuasan Pelanggan di *e-commerce* Tokopedia, memiliki pengaruh positif dan signifikan. Kepuasan Pelanggan terhadap Loyalitas Pelanggan di *e-commerce* Tokopedia, memiliki pengaruh positif dan signifikan.

Kata Kunci: Citra Merek, Kualitas Pelayanan, Loyalitas Pelanggan, Kepuasan Pelanggan