

***The Influence of Brand Image and Service Quality on Customer Loyalty through Customer Satisfaction (Case Study: Pelindo Residence & Convention)***

**By Nabila Farhana Gani**

***Abstract***

*This study aims to analyze the influence of Brand Image and Service Quality on Customer Loyalty with Customer Satisfaction as a mediating variable at Pelindo Residence & Convention. A quantitative approach was used, with data collected through surveys of hotel guests. The data analysis method employed was Structural Equation Modeling (SEM) to test the proposed hypotheses. The results reveal that Brand Image and Service Quality significantly affect Customer Satisfaction and Customer Loyalty. Customer Satisfaction is proven to mediate the relationship between Brand Image, Service Quality, and Customer Loyalty, highlighting the crucial role of Customer Satisfaction in strengthening Customer Loyalty. This study offers practical implications for Pelindo Residence & Convention management in designing strategies to enhance Customer Loyalty by improving Brand Image and Service Quality. By focusing on these factors, the company can create a more positive customer experience, ultimately leading to stronger Customer Loyalty and supporting long-term business growth.*

***Keywords:*** *Brand Image, Service Quality, Customer Satisfaction, Customer Loyalty, Hotel Industry, Pelindo Residence & Convention.*

**Pengaruh *Brand Image*, *Service Quality*, terhadap *Customer Loyalty* melalui *Customer Satisfaction* (Studi Kasus: Pelindo Residence & Convention) Oleh**

**Nabila Farhana Gani**

**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image* dan *Service Quality* terhadap *Customer Loyalty* melalui *Customer Satisfaction* sebagai variabel mediasi pada Pelindo Residence & Convention. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui survei terhadap tamu hotel. Metode analisis data yang digunakan adalah Structural Equation Modeling (SEM) untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa *Brand Image* dan *Service Quality* secara signifikan mempengaruhi *Customer Satisfaction* dan *Customer Loyalty*. *Customer Satisfaction* terbukti memediasi hubungan antara *Brand Image*, *Service Quality*, dan *Customer Loyalty*, menunjukkan bahwa kepuasan pelanggan memainkan peran penting dalam memperkuat loyalitas pelanggan. Penelitian ini memberikan implikasi praktis bagi manajemen Pelindo Residence & Convention dalam merancang strategi untuk meningkatkan loyalitas pelanggan melalui peningkatan citra merek dan kualitas layanan. Dengan meningkatkan kedua faktor ini, perusahaan dapat menciptakan pengalaman pelanggan yang lebih positif, yang pada akhirnya memperkuat loyalitas pelanggan dan mendukung pertumbuhan bisnis jangka panjang.

**Kata Kunci:** *Brand Image*, *Service Quality*, *Customer Satisfaction*, *Customer Loyalty*, Industri Hotel, Pelindo Residence & Convention.