ABSTRACT

The Effect of Service Quality and Brand Image on Customer Loyalty Mediated by Customer Satisfaction at SPBU Pertamina

By **Oktaviani Ashari**

Abstract

This study is a quantitative research that aims to identify, analyze, and prove the influence of service quality and brand image, both directly and indirectly, on customer loyalty with customer satisfaction as a mediating variable. The study uses 135 respondents who are customers of SPBU Pertamina (Pertamina gas stations) that are active in the Administrative City of Jakarta, aged over 17 years, and have previously visited SPBU Pertamina as its primary data, while secondary data are obtained from various references relevant to the research. The statistical tool used in this study is SmartPLS. This research employs descriptive and inferential analysis approaches. The results show that: (i) Service Quality does not have a significant effect on Customer Loyalty, (ii) Brand Image has a significant effect on Customer Loyalty, (iii) Customer Satisfaction has a significant effect on Customer Loyalty, (iv) Customer Satisfaction significantly mediates the relationship between Service Quality and Customer Loyalty, (v) Customer Satisfaction significantly mediates the relationship between Brand Image and Customer Loyalty.

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

ABSTRAK

Pengaruh *Service Quality* dan *Brand Image* terhadap *Customer Loyalty* Dimediasi *Customer Satisfaction* pada SPBU Pertamina

Oleh Oktaviani Ashari

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis, serta membuktikan pengaruh dari *service quality* dan *brand image* baik secara langsung maupun tidak langsung terhadap *customer loyalty* yang dimediasi *customer satisfaction*. Penelitian ini menggunakan 135 responden dari pelanggan SPBU Pertamina yang beraktivitas di Kota Administrasi Jakarta dan berusia di atas 17 tahun yang pernah mengunjungi SPBU Pertamina sebagai data primer dan data sekunder peneliti diperoleh melalui berbagai referensi yang relevan dengan enelitian alat statistik yang digunakan dalam penelitian ini adalah SmartPLS. Penelitian ini menggunakan pendekatan analisis deskriptif dan inferensial. Penelitian ini menunjukkan hasil bahwa (i) *Service Quality* tidak berpengaruh signifikan terhadap *Customer Loyalty,* (ii) *Brand Image* berpengaruh signifikan terhadap *Customer Loyalty*, (iii) *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty*, (iv) *Customer Satisfaction* signifikan memediasi hubungan *Service Quality* terhadap *Customer Loyalty*, (v) *Customer Satisfaction* signifikan memediasi hubungan *Brand Image* terhadap *Customer Loyalty*.

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