

ABSTRAK

Abdillah Satia, NIM: 7213210023. “Pengaruh *Brand Image*, Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Di Restoran Garuda Pattimura Kota Medan”.

Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Image*, Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Di Restoran Garuda Pattimura Kota Medan. Metode penelitian dengan pendekatan kuantitatif. Populasi penelitian ini adalah semua pelanggan yang telah membeli produk lebih dari sekali di Restoran Garuda Pattimura dengan jumlah sampel 120 responden yang diambil dengan teknik *purposive sampling*. Analisis data yang digunakan adalah Analisis Jalur. Data Penelitian dikumpulkan menggunakan kuesioner. Reliabilitas cronbach alpha *brand image* sebesar 0,708, kualitas pelayanan sebesar 0,838, kepuasan pelanggan sebesar 0,754, loyalitas pelanggan sebesar 0,783. Hasil penelitian: (1).Terdapat Pengaruh yang positif dan signifikan antara *Brand Image* Terhadap Kepuasan Pelanggan Restoran Garuda Pattimura; (2).Terdapat Pengaruh yang positif dan signifikan antara *Brand Image* Terhadap Loyalitas Pelanggan Pada Restoran Garuda Pattimura; (3).Terdapat Pengaruh yang positif dan signifikan antara Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Restoran Garuda Pattimura; (4).Terdapat Pengaruh yang positif dan signifikan antara Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Restoran Garuda Pattimura; (5).Terdapat Pengaruh yang positif dan signifikan antara Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Restoran Garuda Pattimura; (6).Terdapat Pengaruh yang positif dan signifikan antara *Brand Image* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Restoran Garuda Pattimura; (7).Terdapat Pengaruh yang positif dan signifikan antara Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Restoran Garuda Pattimura.

Kata Kunci: *Brand Image*, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan, Restoran Garuda

ABSTRACT

Abdillah Satia, NIM: 7213210023. "The Influence of Brand Image, Service Quality, and Customer Satisfaction on Customer Loyalty at Garuda Pattimura Restaurant, Medan."

This study aims to analyze the influence of brand image, service quality, and customer satisfaction on customer loyalty at Garuda Pattimura Restaurant, Medan City. The research method used a quantitative approach. The population of this study was all customers who had purchased products more than once at Garuda Pattimura Restaurant, with a sample of 120 respondents taken using a purposive sampling technique. Data analysis used path analysis. Research data were collected using a questionnaire. Cronbach's alpha reliability for brand image was 0.708, service quality was 0.838, customer satisfaction was 0.754, and customer loyalty was 0.783. The results of the study: (1) There is a positive and significant influence between brand image and customer satisfaction at Garuda Pattimura Restaurant; (2). There is a positive and significant influence between Brand Image on Customer Loyalty at Garuda Pattimura Restaurant; (3). There is a positive and significant influence between Service Quality on Customer Satisfaction at Garuda Pattimura Restaurant; (4). There is a positive and significant influence between Service Quality on Customer Loyalty at Garuda Pattimura Restaurant; (5). There is a positive and significant influence between Customer Satisfaction on Customer Loyalty at Garuda Pattimura Restaurant; (6). There is a positive and significant influence between Brand Image on Customer Loyalty through Customer Satisfaction at Garuda Pattimura Restaurant; (7). There is a positive and significant influence between Service Quality on Customer Loyalty through Customer Satisfaction at Garuda Pattimura Restaurant.

Keywords: Brand Image, Service Quality, Customer Satisfaction, Customer Loyalty, Garuda Restaurant