ABSTRACT

Technology developments are getting faster and faster, this leads to intense competition between companies. Companies must retain their customers by building loyalty so that consumers do not switch to competitors. Seeing these conditions, this study aims to analyze service quality and brand image on consumer loyalty through customer satisfaction as an intervening variable for Samsung consumers in Semarang.

The population used in this study are consumers who have purchased smartphone Samsung more than 1 time or consumers who have used smartphone Samsung for more than 1 year in Semarang. The number of samples used in this study were 150 respondents. The method of data collection is done through a questionnaire. The data obtained were then processed and analyzed using the Structural Equation Modeling (SEM) analysis techniques with AMOS 24.0 analysis tool.

The results of this study indicate that Customer Satisfaction has a positive and significant effect on Customer Loyalty. Service Quality has a positive and significant effect on Customer Loyalty. Service Quality has a positive and significant effect on Customer Satisfaction. Brand Image has a positive and significant effect on Customer Loyalty. Brand Image has a positive and significant effect on Customer Satisfaction. Service Quality has a positive and significant effect on Brand Image.

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