

ABSTRACT

This study aims to analyze the influence of brand image, product quality on customer loyalty with customer satisfaction as an intervening variable. The population used in this study is all consumers who have used Antangin products in the city of Semarang. The sampling technique uses the purposive sampling method. The criteria for respondents in this study were at least 17 years old, and consumed Antangin a maximum of one month ago. The research data was obtained from 250 respondents by distributing questionnaires.

The results of this study show that (1) brand image does not have a significant effect on consumer satisfaction, (2) brand image has a significant positive effect on consumer loyalty, (3) product quality has a significant positive effect on consumer satisfaction, (4) product quality affects consumer loyalty, (5) consumer satisfaction does not affect consumer loyalty.

Keywords : *brand image, product quality, customer loyalty and customer satisfaction.*