

ABSTRACT

The development of globalization requires business people to participate in competition and formulate effective strategies. Businesses big and small can no longer avoid competition. This study aims to determine the effect of produk quality and promosi on brand image with brand loyalty as an intervening variable in the research object of King's Coffee Brebes.

This study uses primary data sources through distributing questionnaires with non-probability sampling methods and using accidental sampling techniques and supported by secondary data in the form of reference journals and books. The sample in this study were employees at King's Coffee Brebes totaling 96 respondents. Partial Least Square with the SmartPLS application is an analytical technique used in this study which aims to determine the path coefficient and the direct or indirect effect of exogenous variables on endogenous variables.

The results of this study indicate that supervision has a positive effect on employee performance and work discipline and compensation has an effect on employee performance and work discipline and work discipline has a positive effect on employee performance. In addition, the work discipline variable can mediate an indirect relationship between supervision on employee performance and mediate an indirect relationship between compensation and employee performance.

Keywords : Product Quality, Promotion, Brand Image, Brand Loyalty