

ABSTRACT

This research aims to determine the influence of product quality, service quality and brand image on customer loyalty with customer satisfaction as an intervening variable (study of Scarlett product customers). This research uses product quality, service quality and brand image as independent variables, customer loyalty as the dependent variable and customer satisfaction as an intervening variable.

This research used a sample of 150 respondents who were customers of Scarlett products. This research took the entire population to be used as a sample by giving a questionnaire to each customer of Scarlett products via google form. Data obtained from the questionnaire was then processed using AMOS software 26.

The research results show that the product quality variable has a significant positive effect on customer satisfaction, service quality has a significant positive effect on customer satisfaction, brand image has a significant positive effect on customer satisfaction, and customer satisfaction has a significant positive effect on customer loyalty.

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