

ABSTRACT

This research was conducted at the Buck Store Store due to a phenomenon that occurs in the case of actual revenue earned Buck Store Store of the year 2010 - 2012 was not in accordance with the target set by the management Buck Shop Store. In addition, many competitors of the company led to many consumers who choose to buy into another store. This study aims to analyze the impact of service quality and the image of the product to the customer 's satisfaction and loyalty in Stores Buck Store.

The research sample of 100 respondents. The sampling technique using purposive sampling, is sampling with specified criteria, among others, consumers who purchase the product at Store Buck Store Semarang at least 3 times and willing to be the respondent.

The results of this study concluded that there is a significant and positive effect between quality of service and product image on customer satisfaction partially. Results are obtained that are significantly and positively influence the quality of service, product image and customer satisfaction to customer loyalty partially. The findings about the effect of mediation obtained that satisfaction does not mediate the effect of service quality and product image on customer loyalty

Keywords : quality of service, product image, customer satisfaction and loyalty