

ABSTRACT

This study aims to analyze the effect of Product Quality, Brand Image and Service Quality on Customer Loyalty with Customer Satisfaction as a Mediation Variable. This study consists of three independent variables, one dependent variable, and one mediating variable. The independent variables in this study are Product Quality, Brand Image and Service Quality. The dependent variable in this study is Consumer Loyalty. The mediation variable in this study is consumer satisfaction. The population in this study were all Starbucks Coffee consumers in Semarang. The sample used Probability Sampling, namely Simple Random Sampling, totaling 140 respondents. The data collection technique is done by using a questionnaire. Analysis of research data using SEM (Structural Equation Modeling) analysis which is operated through the AMOS 24 program.

The results of this study indicate that product quality has a positive and significant effect on consumer satisfaction. Brand Image has a positive and significant influence on Customer Satisfaction. Service quality has a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on consumer loyalty. Service Quality has a positive and significant influence on Consumer Loyalty.

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