

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) Pengaruh langsung antara *brand equity* terhadap loyalitas pelanggan; (2) Pengaruh langsung antara *service quality* terhadap loyalitas pelanggan; (3) Pengaruh langsung antara *brand equity* terhadap kepuasan pelanggan; (4) Pengaruh langsung antara *service quality* terhadap kepuasan pelanggan; (5) Pengaruh langsung antara kepuasan pelanggan terhadap loyalitas pelanggan; (6) Pengaruh kepuasan pelanggan dalam memediasi *brand equity* dan *service quality* terhadap loyalitas pelanggan. Penelitian ini dilaksanakan pada *customer* aktif atau outlet yang terdaftar pada PT Campina Ice Cream Industry Tbk. . Populasi adalah 68 *customer* tetap dan data valid yang dijadikan sampel adalah 68 *customer*. Data dikumpulkan dengan metode wawancara dan kuisioner, yang selanjutnya dianalisis dengan analisis kausal. Teknik analisis data menggunakan *Path Analysis* (Analisis Jalur). Hasil penelitian didapatkan bahwa (1) Pengaruh langsung antara *brand equity* terhadap loyalitas pelanggan tidak berpengaruh positif dan signifikan, (2) Pengaruh langsung antara *service quality* terhadap loyalitas pelanggan berpengaruh positif dan signifikan, (3) Pengaruh langsung antara *brand equity* terhadap kepuasan pelanggan berpengaruh positif dan signifikan, (4) Pengaruh langsung antara *service quality* terhadap kepuasan pelanggan berpengaruh positif dan signifikan, (5) Pengaruh langsung antara kepuasan pelanggan terhadap loyalitas pelanggan berpengaruh positif dan signifikan, (6) Pengaruh kepuasan pelanggan dalam memediasi *brand equity* dan *service quality* terhadap loyalitas pelanggan berpengaruh positif dan signifikan.

Kata Kunci : *Brand Equity*, *Service Quality*, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

This study to determine (1) the direct effect of brand equity on customer loyalty; (2) The direct effect of service quality on customer loyalty; (3) The direct effect of brand equity on customer satisfaction; (4) The direct effect of service quality on customer satisfaction; (5) The direct effect of customer satisfaction on customer loyalty; (6) The effect of customer satisfaction in mediating brand equity and service quality on customer loyalty. This research was conducted on active customers or outlets registered with PT Campina Ice Cream Industry Tbk. . The population is 68 regular customers and valid data that is used as a sample is 68 customers. Data were collected by interview and questionnaire methods, which were then analyzed by causal analysis. The data analysis technique uses Path Analysis. The results showed that (1) the direct effect of brand equity on customer loyalty had no positive and significant effect, (2) the direct effect of service quality on customer loyalty had a positive and significant effect, (3) the direct effect of brand equity on customer satisfaction had a positive effect. and significant, (4) The direct effect of service quality on customer satisfaction has a positive and significant effect, (5) The direct effect of customer satisfaction on customer loyalty has a positive and significant effect, (6) The influence of customer satisfaction in mediating brand equity and service quality on loyalty customers have a positive and significant effect.

Keywords: Brand Equity, Service Quality, Customer Satisfaction, Customer Loyalty.