

PENGARUH SERVICE QUALITY, BRAND IMAGE DAN PERCEIVED PRICE
TERHADAP CUSTOMER LOYALTY PADA PRODUK MINUMAN BUBBLE TEA
MEREK CHATIME DI JAKARTA: CUSTOMER SATISFACTION SEBAGAIN
VARIABEL MEDIATOR

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The purposes of this study are: First, to explore the effect among service quality, brand image and perceived price on costumer loyalty. Second, to explore the effect among service quality, brand image and perceived price on satisfaction. Third, to explore the effect of costumer satisfaction on customer loyalty. Fourth, to find out if customer satisfaction is able to mediate service quality, brand image and perceived price toward customer loyalty. This is a descriptive research that using a questionnaire to collect the data. The non -probabilistic sampling method is used in this research. The data analysis technique is a multiple regression analysis. The population of this research are all Chatime customers in Jakarta. The sampels of this research are collected from 200 responders. The technique of data analysis used in this study was regression analysis and mediating test to examine the hypotheses. The result are : (a) the relationship between service quality, brand image and perceived price have a significant and positive effect toward customer loyalty; (b) the relationship between service quality, brand image and perceived price have a significant and positive effect toward customer satisfaction; (c) customer satisfaction has a positive effect on customer loyalty; (d) customer satisfaction will mediate the effect between service quality, brand image and perceived price on customer loyalty.

.Keyword: Service Quality, Brand Image, Perceived Price, Customer Loyalty, Customer Satisfaction