

ABSTRAK

**PENGARUH CITRA MEREK, PROMOSI, DAN KUALITAS PRODUK
TERHADAP LOYALITAS PELANGGAN CRSL STORE DENGAN
KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: (1) citra merek berpengaruh terhadap loyalitas pelanggan CRSL Store, (2) promosi berpengaruh terhadap loyalitas pelanggan CRSL Store, (3) kualitas produk berpengaruh terhadap loyalitas pelanggan CRSL Store, (4) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan CRSL Store, (5) kepuasan pelanggan memediasi pengaruh citra merek terhadap loyalitas pelanggan CRSL Store, (6) kepuasan pelanggan memediasi pengaruh promosi terhadap loyalitas pelanggan CRSL Store, (7) kepuasan pelanggan memediasi pengaruh kualitas produk terhadap loyalitas pelanggan CRSL Store. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner berupa *google form* kepada 100 responden tentang citra merek, promosi, kualitas produk, kepuasan pelanggan, dan loyalitas pelanggan. Teknik analisis data menggunakan *Partial Least Square* (PLS) dengan *software* SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa: (1) citra merek tidak berpengaruh terhadap loyalitas pelanggan, (2) promosi berpengaruh terhadap loyalitas pelanggan, (3) kualitas produk tidak berpengaruh terhadap loyalitas pelanggan, (4) kepuasan pelanggan tidak berpengaruh terhadap loyalitas pelanggan, (5) kepuasan pelanggan tidak memediasi citra merek terhadap loyalitas pelanggan, (6) kepuasan pelanggan tidak memediasi promosi terhadap loyalitas pelanggan, (7) kepuasan pelanggan tidak memediasi kualitas produk terhadap loyalitas pelanggan.

Kata Kunci: Citra Merek, Promosi, Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

THE EFFECT OF BRAND IMAGE, PROMOTION, AND PRODUCT QUALITY ON CUSTOMER LOYALTY OF CRSL STORE WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

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This study aims to determine: (1) brand image affects CRSL Store customer loyalty, (2) promotion affects CRSL Store customer loyalty, (3) product quality affects CRSL Store customer loyalty, (4) customer satisfaction affects CRSL Store customer loyalty, (5) customer satisfaction mediates the effect of brand image on CRSL Store customer loyalty, (6) customer satisfaction mediates the effect of promotion on CRSL Store customer loyalty, (7) customer satisfaction mediates the effect of product quality on CRSL Store customer loyalty. The sampling technique used purposive sampling. Data was obtained by distributing questionnaires in the form of google forms to 100 respondents about brand image, promotion, product quality, customer satisfaction, and customer loyalty. The data analysis technique uses Partial Least Square (PLS) with SmartPLS 3.0 software. The results of this study indicate that: (1) brand image has no effect on customer loyalty, (2) promotion affects customer loyalty, (3) product quality has no effect on customer loyalty, (4) customer satisfaction has no effect on customer loyalty, (5) customer satisfaction does not mediate brand image on customer loyalty, (6) customer satisfaction does not mediate promotion on customer loyalty, (7) customer satisfaction does not mediate product quality on customer loyalty.

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