

***THE INFLUENCE OF BRAND IMAGE ON CUSTOMER LOYALTY
MIROTA CAMPUS THROUGH SERVICE QUALITY***

(Survey of UPN Veteran Yogyakarta Management Study Program Students)

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ABSTRACT

This study aims to analyze the influence of Brand Image and Service Quality on Customer Loyalty at Mirota Kampus, focusing on students of the Management Study Program at UPN Veteran. The background of this research arises from the increasing consumer choices in shopping, prompting entrepreneurs to understand consumer perceptions in order to determine effective marketing strategies. The results of the study indicate that Brand Image has a small direct effect on Customer Loyalty but significantly impacts Service Quality. Service Quality itself has a significant impact on Customer Loyalty and mediates the relationship between Brand Image and Customer Loyalty. These findings suggest that although Brand Image is important, Service Quality is a crucial factor in ensuring high levels of Customer Loyalty. Therefore, Mirota Kampus needs to focus on improving Service Quality to maintain and increase Customer Loyalty. This study supports previous research that emphasizes the importance of Service Quality in building Customer Loyalty and provides additional contributions in the context of local retail in Yogyakarta.

Keywords: Customer loyalty, Brand image, Service quality, Retail market.

BRAND IMAGE TERHADAP CUSTOMER LOYALTY MIROTA KAMPUS MELALUI SERVICE QUALITY

(Survey Pada Mahasiswa Program Studi Manajemen UPN Veteran Yogyakarta)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image* dan *Service Quality* terhadap *Customer Loyalty* pada Mirota Kampus, dengan fokus pada mahasiswa Program Studi Manajemen UPN Veteran. Latar belakang penelitian ini berawal dari meningkatnya pilihan konsumen dalam berbelanja, yang mendorong pengusaha untuk memahami persepsi konsumen guna menentukan strategi pemasaran yang efektif. Hasil penelitian menunjukkan bahwa *Brand Image* memiliki pengaruh kecil terhadap *Customer Loyalty* secara langsung, namun berdampak signifikan terhadap *Service Quality*. *Service Quality* sendiri berpengaruh besar terhadap *Customer Loyalty* dan memediasi hubungan antara *Brand Image* dan *Customer Loyalty*. Temuan ini menegaskan bahwa meskipun *Brand Image* penting, *Service Quality* merupakan faktor kunci yang memastikan tingginya tingkat *Customer Loyalty*. Oleh karena itu, Mirota Kampus perlu fokus pada peningkatan *Service Quality* untuk menjaga dan meningkatkan *Customer Loyalty*. Penelitian ini mendukung studi sebelumnya yang menyatakan pentingnya *Service Quality* dalam membangun *Customer Loyalty* dan memberikan kontribusi tambahan dalam konteks ritel lokal di Yogyakarta.

Kata Kunci: **Loyalitas pelanggan, Citra merek, Kualitas pelayanan, Pasar ritel.**