

ABSTRACT

Taufiq Budi Santoso. INFLUENCE OF IMAGE AND CUSTOMER SATISFACTION TO CUSTOMER LOYALTY (the study on the traditional food consumers of Gudeg YuDjum in Wijilan). In guided by **Dr. Ir. Dara Nanik Senjawati, MP and Dr. Ir. Budiarto, MP.**

The study was conducted to (1) Analyzing the image of Gudeg Yu Djum, (2) analyze customer satisfaction of Gudeg Yu Djum (3) analyze the level of consumer loyalty of Gudeg Yu Djum, and (4) To analyze the influence of image and customer satisfaction to customer loyalty of traditional food Gudeg Yu Djum.

The research method used in this study is a case study. Method of determining the location used is purposive sampling method, a method of determining which areas are intentionally). So that the reason the Gudeg Yu Djum located in Yogyakarta Wijilan chosen as a research site because Gudeg Yu Djum a restaurant that provides food Gudeg and central areas are at home eating a warm meal preparation. and sampling methods used in this study was accidental sampling.

Average score - mean the image of the traditional food Gudeg Yu Djum obtained a mean value of 3.9401 or 78.48%, with the highest value on unique taste obtained a mean value of 4.0729 or 81.46%. Score average - average in customer satisfaction obtained a mean value of 3.9401 or 78.80%. Large image of traditional foods influence consumer loyalty for 0.539. Great influence on customer loyalty customer satisfaction by 0.486.

Keywords: *Image, Satisfaction, Loyalty*