

ABSTRAK

PENGARUH KUALITAS PELAYANAN DAN *BRAND IMAGE*
TERHADAP KEPUASAN PELANGGAN DAN DAMPAKNYA PADA
LOYALITAS PELANGGAN CV. ASRITAMA LESTARI KONSULTAN
LINGKUNGAN DAN PERIZINAN

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan *brand image* terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan di CV. Asritama Lestari Konsultan Lingkungan Dan Perizinan. . Persaingan bisnis yang semakin kompetitif di era globalisasi menuntut setiap perusahaan untuk senantiasa meningkatkan kualitas produk dan pelayanannya. Hal ini sangat krusial bagi CV. Asritama Lestari, perusahaan konsultan lingkungan dan perizinan, yang berperan penting dalam memastikan kepatuhan pengusaha terhadap regulasi perizinan berusaha. Kepatuhan tersebut merupakan kunci keberlangsungan usaha yang tenang dan terhindar dari berbagai permasalahan hukum. CV. Asritama Lestari, dengan demikian, tidak hanya melayani klien, tetapi juga berkontribusi pada stabilitas dan pertumbuhan ekonomi secara lebih luas. Hasil hipotesis dengan menggunakan analisis *path* menunjukkan bahwa kualitas layanan dan *brand image* berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, hasil analisis juga menunjukkan bahwa kualitas layanan dan *brand image* berpengaruh signifikan terhadap loyalitas pelanggan. Selanjutnya, kepuasan pelanggan terbukti memiliki pengaruh signifikan yang memperkuat terhadap loyalitas pelanggan. Kualitas layanan (X_1) terhadap loyalitas pelanggan (Z) melalui kepuasan pelanggan (Y) *Brand image* (X_2) terhadap loyalitas pelanggan (Z) melalui kepuasan pelanggan (Y)

Kata Kunci: Kualitas Pelayanan, *Brand Image*, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

THE EFFECT OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY CV. ASRITAMA LESTARI ENVIRONMENTAL CONSULTING AND LICENSING SERVICES

This study aims to analyze the influence of service quality and brand image on customer satisfaction and its impact on customer loyalty at CV. Asritama Lestari Environmental and Licensing Consultant Services. . Increasingly competitive business competition in the era of globalization requires every company to continuously improve the quality of its products and services. This is very crucial for CV. Asritama Lestari, an environmental and licensing consulting services company, which plays an important role in ensuring business compliance with business licensing regulations. This compliance is the key to a calm business continuity and avoidance of various legal problems. CV. Asritama Lestari, thus, not only serves clients, but also contributes to broader economic stability and growth. The results of the hypothesis using path analysis show that service quality and brand image have a positive and significant effect on customer satisfaction. In addition, the results of the analysis also show that service quality and brand image have a significant effect on customer loyalty. Furthermore, customer satisfaction has been shown to have a significant and reinforcing influence on customer loyalty. Service quality (X1) influences customer loyalty (Z) through customer satisfaction (Y), and brand image (X2) influences customer loyalty (Z) through customer satisfaction (Y).

Keywords: Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty