ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan citra merek terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan pada *Beauty Bar D'Stylashes Eyelash Extensions* di Bandung. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif-verifikatif, dan teknik pengambilan sampel menggunakan purposive sampling terhadap 200 responden pelanggan D'Stylashes. Analisis data dilakukan menggunakan Structural Equation Modeling–Partial Least Square (SEM–PLS) dengan bantuan perangkat lunak SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa kualitas pelayanan dan citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara parsial, kualitas pelayanan memiliki pengaruh yang lebih kuat terhadap kepuasan dibandingkan citra merek, dengan nilai *t-statistics* masing-masing sebesar 7,777 dan 4,993. Selanjutnya, kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan dengan nilai *t-statistics* sebesar 6,246. Hasil analisis juga membuktikan bahwa kepuasan pelanggan memediasi secara signifikan pengaruh kualitas pelayanan dan citra merek terhadap loyalitas pelanggan.

Secara simultan, ketiga variabel — kualitas pelayanan, citra merek, dan kepuasan pelanggan — berpengaruh signifikan terhadap loyalitas pelanggan, dengan nilai *F-hit* sebesar 615,222 > 3,05 pada taraf signifikansi 5%. Hal ini menunjukkan bahwa pelayanan yang prima dan citra merek yang kuat mampu menciptakan kepuasan tinggi, yang pada akhirnya meningkatkan loyalitas pelanggan secara berkelanjutan.

Kata Kunci: kualitas pelayanan, citra merek, kepuasan pelanggan, loyalitas pelanggan, D'Stylashes

ABSTRACT

This study aims to analyze the influence of service quality and brand image on customer satisfaction and its impact on customer loyalty at the Beauty Bar D'Stylashes Eyelash Extensions in Bandung. The research method used was quantitative with a descriptive-verifiable approach, and the sampling technique used was purposive sampling of 200 D'Stylashes customer respondents. Data analysis was performed using Structural Equation Modeling–Partial Least Squares (SEM–PLS) with the assistance of SmartPLS 4.0 software.

The results showed that service quality and brand image had a positive and significant effect on customer satisfaction. Partially, service quality had a stronger influence on satisfaction than brand image, with t-statistics of 7.777 and 4.993, respectively. Furthermore, customer satisfaction had a significant effect on customer loyalty, with a t-statistic of 6.246. The analysis also demonstrated that customer satisfaction significantly mediated the influence of service quality and brand image on customer loyalty.

Simultaneously, all three variables—service quality, brand image, and customer satisfaction—significantly influence customer loyalty, with an F-value of 615.222 > 3.05 at a 5% significance level. This indicates that excellent service and a strong brand image can create high levels of satisfaction, which ultimately increases customer loyalty sustainably.

Keywords: Customer Loyalty, Product Quality, SEM-PLS