

ABSTRAK

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Judul : Pengaruh Kualitas Produk dan Citra Merek terhadap Loyalitas Pelanggan *KOI Thé* di Neo Soho Mall Jakarta

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh kualitas produk dan citra merek terhadap loyalitas pelanggan *KOI Thé* di Neo Soho Mall Jakarta. Dalam penelitian ini data yang dikumpulkan menggunakan teknik komunikasi, yaitu dengan menyebarkan kuesioner secara online melalui Google Form sebanyak 100 orang responden yang pernah mengonsumsi minuman *KOI Thé* di Neo Soho Mall Jakarta. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling*, yaitu pengambilan sampel secara acak. Dalam penelitian ini diketahui bahwa terdapat pengaruh yang signifikan dari kualitas produk dan citra merek terhadap loyalitas pelanggan *KOI Thé* di Neo Soho Mall Jakarta.

Kata Kunci: Kualitas Produk, Citra Merek, Loyalitas Pelanggan



ABSTRACT

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Title : The Effects of Product Quality and Brand Image on Customer Loyalty at Neo Soho Mall Jakarta*

This research was conducted with the aim to determine the effect of product quality and brand image on KOI Thé customer loyalty at Neo Soho Mall Jakarta. In this research data were collected using communication techniques, namely by distributing questionnaires online through Google Form as many as 100 respondents who had consumed the KOI Thé drink at Neo Soho Mall Jakarta. The sampling technique used is non-probability sampling, namely random sampling. The conclusion of this research is that based on the hypothesis testing that has been done, it can be concluded that the quality of the product and brand image have a significant effect on customer loyalty at the outlet KOI Thé di Neo Soho Mall Jakarta.

Keywords: Product Quality, Brand Image, Customer Loyalty

