

## ABSTRAK

Tujuan penelitian ini adalah untuk menguji “Pengaruh pengaruh citra merek, kualitas pelayanan, Promotional Mix pada peningkatan loyalitas pelanggan (studi pada salon johnny andrean)”. Populasi penelitian ini adalah masyarakat DKI Jakarta. Sampel penelitian yang digunakan sebanyak 220 orang responden. Metode pengumpulan data yang digunakan adalah survey, instrumen penelitian ini adalah kuisioner. Metode analisis data yang digunakan adalah analisis deskriptif dan hipotesis diuji menggunakan *Structural Equation Model* (SEM) dengan proses Smart-PLS (*Partial Least Square*) program. Hasil penelitian menunjukkan bahwa Citra Merek berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan di Salon Johnny Andrean School and Training. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan di Salon Johnny Andrean School and Training. *Promotional Mix* berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan di Salon Johnny Andrean School and Training.

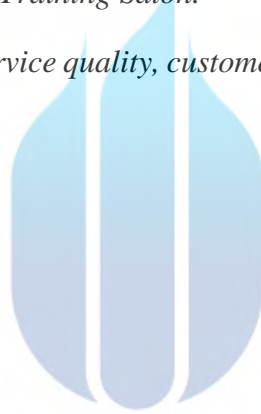
**Kata kunci:** citra merek, kualitas pelayanan, *promotional mix*, peningkatan loyalitas pelanggan, Johnny Andrean



## **ABSTRACT**

*The purpose of this study was to examine "the influence of brand image, service quality, promotional mix on increasing customer loyalty (study at johnny andrean salon)". The population of this research is the people of DKI Jakarta. The research sample used was 220 respondents. The data collection method used is a survey, the research instrument is a questionnaire. The data analysis method used is descriptive analysis and the hypothesis is tested using the Structural Equation Model (SEM) with the Smart-PLS (Partial Least Square) program. The results showed that Brand Image has a positive and significant effect on Customer Loyalty at Johnny Andrean School and Training Salon. Service Quality has a positive and significant effect on Customer Loyalty at Johnny Andrean School and Training Salon. Promotion Mix has a positive and significant effect on Customer Loyalty at Johnny Andrean School and Training Salon.*

**Keywords:** *brand image, service quality, customer satisfaction, increased customer loyalty, Johnny Andrean*



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