

ABSTRACT

This study discuss the relationship among service quality, brand image, satisfaction on customer loyalty of First Media. The object of internet research based wired network in housing cengkareng east West Jakatra. Data will obtained through questionnaires in which the samples taken in this study are 180 respondents who are user in West Jakarta. In this study the authors use the method of causal analysis. The sampling technique is purposive sampling method and the data are analyzed with SEM analysis techniques receipts (Structural equation modeling). The analysis will do using the help of a software program lisrel 8.8. Based on the results of the study showed that partially Service Quality has a positive influence and have no significant to the Satisfaction on Customer Loyalty, while Service Quality has a significant influence on the Satisfaction on Customer Loyalty.

Keywords: *service quality, brand image, satisfaction on customer loyal*



ABSTRAK

Penelitian ini membahas mengenai hubungan Kualitas Pelayanan, Citra Merek, Kepuasan, dan Loyalitas Pelanggan First Media. Objek penelitian pelanggan internet berbasis jaringan kabel di perumahan cengkare timur Jakarta Barat. data akan diperoleh melalui penyebaran kuesioner dimana Sampel yang diambil dalam penelitian ini sebanyak 180 responden. Teknik pengambilan sampel dengan metode *purposive sampling* dan data akan dianalisis dengan menggunakan teknik analisis SEM (*Structural equation modeling*). Analisis tersebut dilakukan menggunakan bantuan perangkat lunak program Lisrel 8.8. Dalam penelitian ini penulis menggunakan metode analisis kausal. Berdasarkan hasil penelitian menunjukkan bahwa secara parsial Kualitas Pelayanan mempunyai pengaruh positif dan tidak mempunyai signifikan terhadap Kepuasan Pelanggan sedangkan Kualitas Pelayanan mempunyai pengaruh signifikan terhadap Kepuasan Pelanggan.

Kata kunci : Kualitas pelayanan, citra merek , kepuasan dan loyalitas.

