

## **Abstrak**

Penelitian ini dilakukan untuk menganalisis hubungan antara citra merek, kualitas layanan dan kepuasan pelanggan terhadap loyalitas pelanggan pada LYLY Bakery di Kabupaten Gresik. Teknik pengumpulan data dalam penelitian ini adalah dengan penyebaran kuisioner. Kuisioner yang berhasil di kumpulkan sebanyak 100 responden. Pada tahap analisis di lakukan uji realibilitas dan validitas untuk kuisioner yang disebar kepada responden, uji normalitas, uji heterokedastisitas, analisis regresi berganda, uji t, uji F, dan uji koefisien determinasi. Aplikasi SPSS versi 15 digunakan untuk membantu pengujian model ini. Hasil penelitian menunjukkan terhadap hubungan yang signifikan antara variabel independen yaitu citra merek, kualitas layanan, kepuasan pelanggan, terhadap variabel dependen yaitu loyalitas pelanggan. Hasil analisis regresi berganda yaitu,  $Y = 0,242X_1 + 0,211X_2 + 0,200X_3$ . Variabel independen yang paling berpengaruh terhadap variabel dependen adalah kualitas layanan 3,392. Hasil uji t membuktikan bahwa hanya citra merek dan kualitas layanan yang berpengaruh terhadap loyalitas pelanggan.

Kata Kunci : Citra merek, Kualitas layanan, Kepuasan Pelanggan

*Ma'rifatul Sa'diyah, 09,311,023, Influence Brand Image, Service Quality And Customer Satisfaction To The Customer Loyalty In LYLY Bakery In Lamongan, Management, Faculty of Economics, University of Muhammadiyah Gresik, July, 2013*

### ***Abstract***

*This study was conducted to analyze the relationship between brand image, service quality and customer satisfaction to customer loyalty in LYLY Bakery in Gresik regency. Data collection techniques in this study is the spread of the questionnaire. Questionnaires were successfully collected 100 respondents. In the analysis phase is done to test the reliability and validity of the questionnaire were distributed to the respondents, normality test, heterokedastisitas, multiple regression analysis, t test, F test, and test the coefficient of determination. SPSS version 15 used to help test this model. The results showed the significant relationship between the independent variables are brand image, service quality, customer satisfaction, the dependent variable is customer loyalty. Results of the multiple regression analysis,  $Y = 0.242 + 0.211 X1 + 0.200 X2 X3$ . The most influential independent variable on the dependent variable is the quality of service 3.392. T-test results prove that the only image of the brand and the quality of services that affect customer loyalty.*

*Keywords: brand image, quality of service, Customer Satisfaction*