

ABSTRACT

The Influence of Customer Satisfaction on Brand Loyalty based on Service Quality through Brand Preference (Case on Indihome Customers in Indonesia)

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This study aims to determine the effect of customer satisfaction on brand loyalty based on service quality through brand preference. This research method is quantitative research with a survey method. The survey method distributed questionnaires to 251 research respondents, Indihome customers in Indonesia. The sampling method used purposive sampling with the criteria of being over 17 years old and having been an Indihome customer for at least three months. The results of the questionnaire distribution were then analyzed using Structural Equation Modeling (SEM). The results showed that service quality has an influence on customer satisfaction, customer satisfaction has an influence on brand loyalty, customer satisfaction has an influence on brand preference, and brand preference has an influence on brand loyalty. As for the mediating effect, brand preference can mediate the effect of customer satisfaction on brand loyalty. Thus, in achieving customer loyalty, Indihome cannot only be satisfied with customer satisfaction but also the brand preferences of its customers and the quality of service it provides.

Keywords: *Service Quality, Customer Satisfaction, Brand Preference, Brand Loyalty*

ABSTRAK

Pengaruh *Customer Satisfaction* terhadap *Brand Loyalty* berdasarkan *Service Quality* melalui *Brand Preference* (Kasus Pada Pelanggan Indihome di Indonesia)

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Penelitian ini memiliki tujuan untuk mengetahui pengaruh *customer satisfaction* terhadap *brand loyalty* berdasarkan *service quality* melalui *brand preference*. Metode penelitian ini dilakukan dengan jenis penelitian kuantitatif dengan metode survei atau *survey method*. Metode survei dilaksanakan dengan membagikan kuesioner kepada 251 orang responden penelitian yaitu pelanggan Indihome di Indonesia yang memenuhi kriteria pengambilan sampel *purposive sampling* berupa berusia di atas 17 tahun serta telah menjadi pelanggan Indihome setidaknya selama 3 bulan. Hasil penyebaran kuesioner tersebut kemudian dianalisis dengan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa *service quality* memiliki pengaruh terhadap *customer satisfaction*, *customer satisfaction* memiliki pengaruh terhadap *brand loyalty*, *customer satisfaction* memiliki pengaruh terhadap *brand preference* dan *brand preference* memiliki pengaruh terhadap *brand loyalty*. Adapun terkait efek mediasi, *brand preference* dapat memediasi pengaruh *customer satisfaction* terhadap *brand loyalty*. Sehingga, dalam mencapai loyalitas pelanggan, Indihome tidak bisa hanya mencukupkan diri pada kepuasan pelanggan, namun juga preferensi merek pelanggannya dan kualitas pelayanan yang diberikannya.

Kata kunci: *Service Quality*, *Customer Satisfaction*, *Brand Preference*, *Brand Loyalty*.