

Bachelor's Thesis
Program Study Management
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***ANALYSIS OF INFLUENCE SERVICE QUALITY, CORPORATE IMAGE,
PERCEIVED VALUE AGAINST BRAND LOYALTY TOYOTAIN BATAM
CITY THAT IS MEDIATED BY CUSTOMER SATISFACTION***

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ABSTRACT

The purpose of this research is to know the relationship that occurs in service quality, corporate image and perceived value to the brand loyalty with customer satisfaction as a mediation between variables. Variable Independent in this study is service quality, corporate image, and perceived value, variable mediation is customer satisfaction and variable dependent is brand loyalty.

In this research the author used purposive Sampling method by spreading 250 set of questionnaires to Batam city consumers who bought Toyota cars in the city of Batam. Questionnaire contains 25 questions representing the associated variables and researchers doing data processing using PLS version 3.0..

The results of this research is service quality to the brand loyalty has a significant influence, corporate image to the brand loyalty has a significant influence, perceived value to the brand loyalty has a significant influence, service quality has significant effect to the brand loyalty is mediated by customer satisfaction, corporate image has significant effect to the brand loyalty is mediated by customer satisfaction. Perceived value has significant effect to the brand loyalty is mediated by customer satisfaction.

Keyword : Service Quality, Corporate Image, Perceived Value, Customer Satisfaction, Brand Loyalty.