

*Bachelor Thesis
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**ANALYSIS OF FACTORS AFFECTING BRAND LOYALTY WITH
SATISFACTION AS INTERVENING VARIABLES IN SEAFOOD
RESTAURANT IN BATAM**

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Abstract

The research was conducted with the aim to determine the factors that influence brand loyalty in seafood restaurants in Batam. The independent variables in this study are physical quality, staff behavior, brand quality, brand awareness and brand image, while the dependent variable is brand loyalty.

The sample used in this study was 295 data, after deducting 5 incomplete questionnaires from 300 distributed questionnaires. The research sampling technique uses judgmental sampling. The research data was tested using the SPSS 22.0 software application and SmartPLS 3.0.

The results of the study show that there is a positive significant effect between the variables of physical quality, brand quality, brand awareness and brand image on satisfaction, while the staff behavior variable does not have a significant effect on satisfaction.

Keywords: *physical quality, staff behavior, brand quality, brand awareness, brand image, satisfaction, brand loyalty.*