*ABSTRACT*

*Amelia Divina I 22140374/2019 I The Effects of Product Quality and Brand Image -on*

*Customer Loyalty at "KO! The Mall Ke/apa Gading 3" I Dr. Drs. Tony Sitinjak; MM*

*Food and beverage business is one ofthe most popular types ofbusinesses because food is a basic need ofconsumers that must be met. Indonesia isfamousfor its diversefood typesfrom various regions, rangingfrom main meals to snacks. The price also variesfrom*

*cheap to expensive. With this; many people began to work in the food business. This is*

*' understood because food and beverages are the needs and lifestyle of Indonesian people. The culinary world of bubble drinks is also now more innovative. In recent years, drinks with bubbles or chewy balls are still a trend today. Various types of bubble tea beverage outlets can be easily found in shopping centers or malls. Therefore, product quality and brand image are very influential for companies engaged in the food and beverage service*

*' industry in maintaining customer satisfaction and /oya\_lty.*

*The theory used to support this research is the definition ofproduct quality, brand*

*· image, and customer loyalty expressed by Philip Kotler and Kevin Lane Keller, while the definition ofcustomer loyalty is advanced by Ali Hasan and Putri Wahyuati in 1]iptono.*

*In this research data collected using communication studies, namely by distributing*

*· questionnaires online through Google ·Doc as many as JOO respondents who have consumed the drink KO! THE Mall Kelapa Gading 3. The sampling technique used is non- probability sampling, namely random sampling. The approach used is judgment sampling,*



*· where sampling is based on certain criteria. The criteria chosen were people who had*

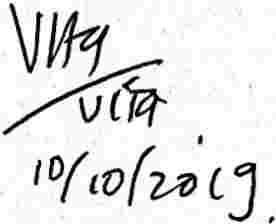
*· bought, KO! THE Mall Kelapa Gading 3 drinks, aged 17 years and over and had a*

*· minimum of high school I equivalent education. Data analysis was performed using*

*,. multiple linear regression analysis techniques.*

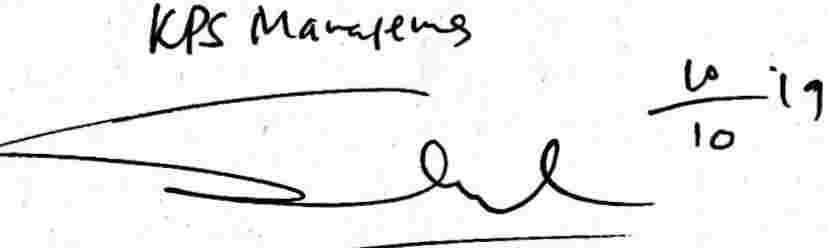
*. . ·' ·. The analysis shows that product quality has a positive effect on customer loyalty, while brand image also has a positive effect on customer loyalty.*

*The conclusion ofthis research is that based on the hypothesis testing that has been done, it can be concluded that the quality of the product and brand image have a significant effect on customer loyalty at the outlet KO! THE Mall Kelapa Gading 3*



*Keywords: Product Quality, Brand Image, Customer Loyalty*

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