

**PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI
TERHADAP LOYALITAS PELANGGAN DENGAN CITRA
MEREK DAN KEPUASAN PELANGGAN SEBAGAI
VARIABEL INTERVENING PADA
WAFER COKELAT NUNO**

ABSTRAK

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Asia Sakti Wahid Foods yang disingkat ASWFOODS adalah sebuah perusahaan manufaktur profesional yang bergerak di bidang produksi, pendistribusian dan ekspor berbagai macam Biskuit, Crackers, Wafer dan Cokelat. Perusahaan ini didirikan pada tahun 1978 dan bertempat di Medan, Sumatera Utara-Indonesia. Selain itu, ASW Foods juga mengembangkan dan menciptakan berbagai produk sesuai dengan permintaan konsumen dan sudah memenuhi standar kualitas internasional. Adapun permasalahan dalam penelitian ini adalah apakah kualitas produk, harga dan promosi berpengaruh terhadap loyalitas pelanggan melalui citra merek dan kepuasan pelanggan. Responden dalam penelitian ini adalah 216 pelanggan pada produk Wafer Cokelat Nuno. Teknik analisis data dalam pengujian ini menggunakan analisis statistik deskriptif, analisis statistik inferensial, analisis jalur dan uji hipotesis dengan SmartPls 4 (Smart Partial Least Squares versi 4). Hasil penelitian menunjukkan bahwa : (1) kualitas produk berpengaruh signifikan terhadap citra merek, (2) harga berpengaruh signifikan terhadap citra merek, (3) promosi berpengaruh signifikan terhadap citra merek, (4) kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan, (5) harga berpengaruh tidak signifikan terhadap kepuasan pelanggan, (6) promosi berpengaruh tidak signifikan terhadap kepuasan pelanggan, (7) kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan, (8) harga berpengaruh signifikan terhadap loyalitas pelanggan, (9) promosi berpengaruh signifikan terhadap loyalitas pelanggan, (10) citra merek berpengaruh signifikan terhadap loyalitas pelanggan, (11) kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan, (12) kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan melalui citra merek, (13) harga berpengaruh signifikan terhadap loyalitas pelanggan melalui citra merek, (14) promosi berpengaruh signifikan terhadap loyalitas pelanggan melalui citra merek, (15) kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, (16) harga berpengaruh tidak signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, (17) promosi berpengaruh tidak signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci : kualitas produk, harga, promosi, citra merek, kepuasan pelanggan dan loyalitas pelanggan.

**THE INFLUENCE OF PRODUCT QUALITY, PRICE AND PROMOTION
ON CUSTOMER LOYALTY THROUGH BRAND IMAGE
AND CUSTOMER SATISFACTION AS INTERVENING
VARIABLES IN NUNO CHOCOLATE WAFERS**

ABSTRACT

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Asia Sakti Wahid Foods, abbreviated as ASWFOODS, is a professional manufacturing company engaged in the production, distribution, and export of various types of biscuits, crackers, wafers, and chocolate. The company was established in 1978 and is located in Medan, North Sumatra, Indonesia. In addition, ASW Foods also develops and creates various products in accordance with consumer demand and has met international quality standards. The problem in this research is whether product quality, price, and promotion influence customer loyalty through brand image and customer satisfaction. The respondents in this study were 216 customers of the Nuno Chocolate Wafer product. The data analysis technique used in this study includes descriptive statistical analysis, inferential statistical analysis, path analysis, and hypothesis testing using SmartPLS 4 (Smart Partial Least Squares version 4). The research findings indicate that : (1) product quality significantly influences brand image, (2) price significantly influences brand image, (3) promotion significantly influences brand image, (4) product quality significantly influences customer satisfaction, (5) price does not significantly influence customer satisfaction, (6) promotion does not significantly influence customer satisfaction, (7) product quality significantly influences customer loyalty, (8) price significantly influences customer loyalty, (9) promotion significantly influences customer loyalty, (10) brand image significantly influences customer loyalty, (11) customer satisfaction significantly influences customer loyalty, (12) product quality significantly influences customer loyalty through brand image, (13) price significantly influences customer loyalty through brand image, (14) promotion significantly influences customer loyalty through brand image, (15) product quality significantly influences customer loyalty through customer satisfaction, (16) price does not significantly influence customer loyalty through customer satisfaction, (17) promotion does not significantly influence customer loyalty through customer satisfaction.

Keywords: product quality, price, promotion, brand image, customer satisfaction, and customer loyalty.