

ABSTRACT

This study aims to learn how quality of service and corporate image can affect customer satisfaction in its effects on customer loyalty (studies on the customers Bandung Printing) by direct or indirect influence. The research method used was a descriptive and verification methods with a sample number of 100 respondents. Testing research instruments using validity and reliability tests. The data analysis methods used is path analysis, multiple correlation and coefficient of determination. The results showed that in structure I has a positive and significant impact between the quality of service and corporate image on customer satisfaction. The amount of service quality and corporate image impact on customer satisfaction is 75.0% and the rest is 25.0% was affected by another unresearched variabel. The partial amount of quality of service affect on customer satisfaction by 35.6% and the influence of corporate image on customer satisfaction by 39.4%. in structure II there is a positive and significant effect between service quality and corporate image on customer loyalty through customer satisfaction. The magnitude of the effect of service quality and corporate image on loyalty through simultaneous customer satisfaction was 79.8% and the remaining 20.2% was influenced by other variables not examined. Partially, the influence of service quality on customer loyalty is 16.9% and the influence of company image on customer loyalty is 54.7% and customer satisfaction with customer loyalty is 26.9% and the indirect effect of service quality on customer loyalty through customer satisfaction is 3.42%, while the direct effect between service quality and customer loyalty is 2.85%, because the direct effect is smaller than the indirect effect, which means that the customer satisfaction variable mediates the service quality variable with the customer loyalty variable. the indirect effect of company image on loyalty through customer satisfaction by 11.34% while the direct effect between corporate image and customer loyalty by 29.92% because the direct effect is greater than the indirect effect meaning customer satisfaction variables do not mediate corporate image variables with customer loyalty.

Keywords: Service Quality, Corporate Image, Customer Satisfaction and Customer Loyalty