Analisis Pengaruh Kualitas Layanan Dan Citra Merek Terhadap Loyalitas Merek Pada Pengguna Kartu Telkomsel Simpati

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ABSTRACT

Given the development of mobile telecommunication technology advances in this era of globalization, has resulted in many emerging wide range of operators. The number of operators who sprung the increasing competition between mobile operators in order to attract consumers interested in using its products. One form of business that can be done is to improve service quality and brand image in order to gain a loyal customer. The purpose of this study was to determine the effect of service quality and brand image brand loyalty. This research is a field study. The population in this study are all people who have used prepaid cards sympathy. The samples in this study were 100 people who had used a prepaid card sympathy. Data collection through a questionnaire. The results of the multiple regression analysis, $Y = 6.864 + + 0.341X1\ 0.357X2 + e$ of the most influential independent variable on the dependent variable is the variable of brand image variables (0.357) and followed by the variable quality of service (0.341). T test results prove that all the independent variables (service quality and brand image) has a positive influence on the dependent variable is the brand loyalty in sympathy Telkomsel card users. That is according to the consumer, the two independent variables are considered important to be loyal to retain sympathy Telkomsel card. And the coefficient of determination (adjusted R^2) were obtained for 0604. This means that 60.40% of brand loyalty can be explained by the variable quality of service and brand image, while the remaining 39.60% is influenced by other variables not examined in this study.

Keywords: *Quality of service, brand image, brand loyalty*