

## ABSTRAK

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Pengaruh *Aftersales*, *Brand Image*, Kualitas Pelayanan, Kepuasan Pelanggan Terhadap Loyalitas Konsumen Pada Produk Toyota Rush

153 + xv halaman, 68 tabel, 1 gambar dan 1 lampiran

### Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji Pengaruh *Aftersales*, *Brand Image*, Kualitas Pelayanan, Kepuasan Pelanggan Terhadap Loyalitas Konsumen Pada Produk Toyota Rush. Sampel yang digunakan dalam penelitian ini adalah pemilik Toyota Rush yang berjumlah 100 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa: (1) *Aftersales* secara parsial berpengaruh positif dan signifikan terhadap Loyalitas Konsumen. (2) *Brand Image* secara parsial tidak berpengaruh positif dan signifikan terhadap Loyalitas Konsumen. (3) Kualitas Pelayanan secara parsial berpengaruh positif dan signifikan terhadap Loyalitas konsumen. (4) Kepuasan Pelanggan secara parsial berpengaruh positif dan signifikan terhadap Loyalitas Konsumen (5) Pengaruh *Aftersales*, *Brand Image*, Kualitas Pelayanan, Kepuasan Pelanggan secara simultan berpengaruh positif dan signifikan terhadap Loyalitas Konsumen. Produk Toyota Rush telah menerapkan prinsip-prinsip yang sesuai dengan syari'at Islam dengan menerapkan *Aftersales* yang baik kepada pelanggan, mempunyai *Brand Image* yang sudah dipercaya, Kualitas Pelayanan yang memadai, serta menciptakan Kepuasan Konsumen.

**Kata Kunci:** *Aftersales*, *Brand Image*, Kualitas Pelayanan, Kepuasan Pelanggan Terhadap Loyalitas Konsumen.

## **ABSTRACT**

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*The Influence of Aftersales, Brand Image, Service Quality, and Customer Satisfaction on Consumer Loyalty in Toyota Rush Products in Cempaka Putih District: A Review in an Islamic Perspective*  
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153 + xv pages, 68 tables, 1 figure, and 1 appendix

### **Abstract Description**

*This study aims to examine the influence of aftersales, brand image, service quality, and customer satisfaction on consumer loyalty to Toyota Rush products in Cempaka Putih District. The research method used is quantitative with an explanatory approach. A sample of 100 respondents who own Toyota Rush was taken using a non-probability sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that partially aftersales, service quality, and customer satisfaction have a significant positive effect on consumer loyalty, while brand image has no significant effect. Simultaneously, all four variables have a significant positive effect on loyalty. From an Islamic perspective, the implementation of good aftersales, a trusted brand image, adequate service quality, and customer satisfaction in accordance with sharia principles support the creation of a mutually beneficial relationship between producers and consumers.*

*This study aims to test the influence of aftersales, brand image, service quality, and customer satisfaction on consumer loyalty in Toyota Rush products in Cempaka Putih District. The research method used is quantitative with an explanatory approach. The sample amounted to 100 respondents who owned Toyota Rush, taken by non-probability sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression. The results of the study showed that partially aftersales, service quality, and customer satisfaction had a significant positive effect on consumer loyalty, while brand image had no significant effect. Simultaneously, the four variables have a significant positive effect on loyalty. From an Islamic perspective, the implementation of good aftersales, a trusted brand image, adequate service quality, and customer satisfaction according to sharia principles support the creation of a mutually beneficial relationship between producers and consumers.*

**Keywords:** *aftersales, brand image, service quality, customer satisfaction, consumer loyalty, Toyota Rush, Islamic perspective.*