

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2025

Safira Alya Nofa
120.2021.094

“Pengaruh Kualitas Produk Dan *Brand Image* Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel *Moderating* Pada Produk Air Minum Dalam Kemasan (AMDK) Merek Le Minerale Di Jakarta Pusat Serta Tinjauannya Dari Sudut Pandang Islam”

Uraian Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan brand image terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel moderating. Populasi dalam penelitian ini adalah konsumen yang telah mengonsumsi produk air minum dalam kemasan (AMDK) merek Le Minerale di wilayah Jakarta Pusat. Sampel yang digunakan dalam penelitian ini sebanyak 180 responden yang diperoleh melalui teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden. Metode analisis data yang digunakan adalah Partial Least Square Structural Equation Modeling (PLS-SEM) dengan menggunakan *software* WarpPLS versi 7.0. Hasil penelitian menunjukkan bahwa: (1) Kualitas Produk berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (2) *Brand Image* berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (3) Kepuasan Pelanggan tidak memoderasi pengaruh Kualitas Produk terhadap Loyalitas Pelanggan, (4) Kepuasan Pelanggan tidak memoderasi pengaruh *Brand Image* terhadap Loyalitas Pelanggan, (5) Kualitas Produk, *Brand Image*, Loyalitas Pelanggan dan Kepuasan Pelanggan yang diterapkan oleh Le Minerale sudah sesuai dengan pandangan Islam.

Kata Kunci: Kualitas Produk, *Brand Image*, Loyalitas Pelanggan, Kepuasan Pelanggan.

ABSTRACT

*Faculty of Economics and Business
S-1 of Management Study Program
2025*

**Safira Alya Nofa
120.2021.094**

“The Influence of Product Quality and Brand Image on Customer Loyalty with Customer Satisfaction as a Moderating Variable on Bottled Drinking Water (AMDK) Products of the Le Minerale Brand in Central Jakarta and Its Review from an Islamic Point of View”

Abstract Description

This study aims to examine the influence of product quality and brand image on customer loyalty with customer satisfaction as a moderating variable. The population in this study consists of consumers who have consumed bottled drinking water (AMDK) products of the Le Minerale brand in the Central Jakarta area. The sample in this study consisted of 180 respondents obtained through purposive sampling. Data were collected through the distribution of questionnaires to the respondents. The data analysis method used was Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of WarpPLS version 7.0 software. The results of the study indicate that: (1) Product Quality has a positive and significant effect on Customer Loyalty, (2) Brand Image has a positive and significant effect on Customer Loyalty, (3) Customer Satisfaction does not moderate the effect of Product Quality on Customer Loyalty, and (4) Customer Satisfaction does not moderate the effect of Brand Image on Customer Loyalty, (5) The product quality, brand image, customer loyalty, and customer satisfaction implemented by Le Minerale are in line with Islamic perspectives.

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