

ABSTRAK

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Pengaruh Citra Merek Dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Dalam Sudut Pandang Islam (Studi Kasus pada Pengguna *Smartphone* Samsung Galaxy Series di Jakarta Timur)

130 halaman + xvi halaman + 28 tabel + 4 gambar + 5 lampiran

Uraian Abstrak

Tujuan penelitian ini adalah untuk mengetahui Pengaruh Citra Merek Dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Dalam Sudut Pandang Islam. Populasi penelitian ini adalah Pelanggan *Smartphone* Samsung Galaxy Series di Jakarta Timur. Teknik pengambilan sample menggunakan Teknik Purposive Sampling dengan jumlah sampel 140 responden. Metode analisis data yang digunakan yaitu analisis Inner Model, Outer Model dan Uji Hipotesis. Hasil penelitian ini menunjukkan bahwa citra merek dan kualitas produk masing-masing berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Selain itu, kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kemudian kepuasan pelanggan mampu berperan sebagai mediasi antara citra merek, kualitas produk dan loyalitas pelanggan. Menurut pandangan islam citra merek, kualitas produk, kepuasan pelanggan dan loyalitas pelanggan pada produk *Smartphone* Samsung Galaxy Series sudah dilakukan sesuai dengan prinsip prinsip Islam melalui hal yang jujur dan selalu konsisten untuk menjaga kualitas produk yang diberikan.

Kata Kunci: Citra Merek, Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan, Samsung Galaxy, *Smartphone*

ABSTRACT

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The Influence of Brand Image and Product Quality on Customer Loyalty Through Customer Satisfaction as an Intervening Variable from an Islamic Perspective (Case Study of Samsung Galaxy Series Smartphone Users in East Jakarta)

130 pages + xvi pages + 28 tables + 4 figures + 5 attachments

Abstract Description

The purpose of this study is to examine the influence of brand image and product quality on customer loyalty through customer satisfaction as an intervening variable from an Islamic perspective. The study population consists of customers of the Samsung Galaxy Series smartphones in East Jakarta. The sampling technique used was purposive sampling, with a sample size of 140 respondents. The data analysis methods used include Inner Model analysis, Outer Model analysis, and Hypothesis Testing. The results of this study indicate that brand image and product quality each have a positive and significant effect on customer loyalty. Additionally, product quality and brand image have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction acts as a mediator between brand image, product quality, and customer loyalty. From an Islamic perspective, the brand image, product quality, customer satisfaction, and customer loyalty regarding the Samsung Galaxy Series smartphones have been established in accordance with Islamic principles through honesty and consistent efforts to maintain the quality of the products provided.

Keywords: *Brand Image, Product Quality, Customer Satisfaction, Customer Loyalty, Samsung Galaxy, Smartphone*