

RINGKASAN

Penelitian ini merupakan jenis penelitian kuantitatif pada pengguna kartu prabayar XL Axiata di Purwokerto. Penelitian ini mengambil judul : "Pengaruh Citra Merek, Kualitas Layanan, Persepsian Nilai Terhadap Kepuasan Konsumen Serta Pengaruhnya Terhadap Loyalitas Merek (Studi Pada Konsumen Kartu Prabayar XI Axiata Di Purwokerto)".

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh variabel citra merek, kualitas layanan, persepsian nilai terhadap kepuasan konsumen serta pengaruhnya terhadap loyalitas merek.

Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah atau sedang menggunakan kartu prabayar XL Axiata di Purwokerto. Jumlah sampel dalam penelitian ini adalah 106 konsumen. Penentuan sampel menggunakan purposive sampling method.

Berdasarkan hasil data yang telah diolah menggunakan *SPSS (Statistical Program for Social Science)* menunjukkan hasil pernyataan bahwa variabel citra merek, kualitas layanan, persepsian nilai berpengaruh positif dan signifikan terhadap kepuasan konsumen, variabel kepuasan konsumen berpengaruh positif dan signifikan terhadap loyalitas merek.

XL Axiata di Purwokerto harus meningkatkan citra merek, kualitas layanan, persepsi nilai untuk meningkatkan kepuasan konsumen, dengan meningkatnya kepuasan konsumen berdampak langsung terhadap loyalitas merek secara positif.

Kata Kunci: Citra Merek, Kualitas Layanan, Persepsian Nilai, Kepuasan

Konsumen, Loyalitas Merek.

SUMMARY

This research is a type of quantitative research on XL Axiata prepaid card users in Purwokerto. This study takes the title: "The Effect of Brand Image, Service Quality, Perceived Value on Customer Satisfaction and Its Effect on Brand Loyalty (Study on XL Axiata Prepaid Card Consumers in Purwokerto)".

The purpose of this study was to analyze the effect of brand image variables, service quality, value perception of customer satisfaction and its effect on brand loyalty.

The population used in this study are consumers who have or are currently using XL Axiata prepaid cards in Purwokerto. The number of samples in this study were 106 consumers. Determination of the sample using a purposive sampling method.

Based on the results of data that has been processed using SPSS (Statistical Program for Social Science) shows the results of the statement that the brand image variable, service quality, perceived value have a positive and significant effect on customer satisfaction, the variable of customer satisfaction has a positive and significant effect on brand loyalty.

XL Axiata in Purwokerto must improve brand image, service quality, perceived value to increase customer satisfaction, with increasing customer satisfaction directly impacting brand loyalty positively.

Keywords: *Brand Image, Service Quality, Perceived Value, Customer Satisfaction, Brand Loyalty.*

