

**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN KUALITAS  
PELAYANAN TERHADAP LOYALITAS MELALUI KEPUASAN  
SEBAGAI VARIABEL MEDIASI  
(Study Kasus Pada Ayam Gepuk Pak Gembus Cabang Siteba Padang)**

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**ABSTRAK**

Penelitian ini menguji hubungan antara pengaruh kualitas produk, citra merek dan kualitas pelayanan terhadap loyalitas melalui kepuasan sebagai variabel mediasi. Populasi dalam penelitian ini adalah pelanggan ayam pak gepuk pak gembus cabang siteba yang bertempat di padang. Dengan jumlah sampel sebanyak 114 orang responden yang dipilih menggunakan teknik Purposive Sampling. Pengumpulan data primer menggunakan kuesioner dan pengumpulan data sekunder menggunakan survey terhadap pelanggan ayam pak gembus cabang siteba padang. Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh positif tapi tidak signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif tapi tidak signifikan terhadap loyalitas pelanggan, kualitas produk berpengaruh positif tapi tidak signifikan terhadap kepuasan pelanggan, kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan memediasi hubungan antara citra merek, dan loyalitas pelanggan, kepuasan memediasi hubungan antara kualitas pelayanan dan loyalitas pelanggan dan kepuasan memediasi hubungan antara kualitas produk dan loyalitas pelanggan. Hipotesis yang paling dominan yaitu H3, pengaruh kepuasan terhadap loyalitas pelanggan, hal ini di tandai dengan adanya nilai t-statistik paling tinggi dan P values paling rendah dari 7 variabel.

*Kata kunci :Kualitas Produk,Citra Merek, Kualitas Pelayanan,  
LoyalitasPelanggan, KepuasanPelanggan*

***INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND SERVICE QUALITY TOWARDS LOYALTY THROUGH SATISFACTION AS A MEDIATION VARIABLES***

***(A Case Study of Gepuk Pak Gembus Chicken at the Siteba Padang)***

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***ABSTARCT***

*This study examines the relationship between the influence of product quality, brand image and service quality on loyalty through satisfaction as a mediating variable. The population in this study were the customers of Pak Gepuk Pak gembus Chicken, Siteba Branch located in Padang. With a total sample of 114 respondents selected using purposive sampling technique. Primary data collection using questionnaires and secondary data collection using a survey of Pak gembus chicken customers siteba padang branch. The results showed that brand image had a positive and significant effect on customer satisfaction, brand image had a positive and significant effect on customer loyalty, satisfaction had a positive and significant effect on customer loyalty, service quality had a positive but not significant effect on customer satisfaction, service quality had a positive but not significant effect. significant impact on customer loyalty, product quality has a positive but not significant effect on customer satisfaction, product quality has a positive and significant effect on customer loyalty, customer satisfaction mediates the relationship between brand image and customer loyalty, satisfaction mediates the relationship between service quality and customer loyalty and satisfaction mediates relationship between product quality and customer loyalty. The most dominant hypothesis is H3, the effect of satisfaction on customer loyalty, this is indicated by the presence of the highest t-statistic value and the lowest P value of 7 variables..*

*Keywords: product quality, brand image, service quality customer loyalty, customer satisfaction*