

***The Influence Of Brand Image, Product Quality and Service Quality
On Customer Loyalty Decisions at Bedhag Coffee Jember***

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ABSTRACT

This study aims to analyze and determine the influence of brand image, product quality and service quality on customer loyalty to Bedhag Coffee Jember simultaneously and partially. In this study, the data is taken directly from respondents using a survey method via a questionnaire. The sampling technique used was nonprobability sampling with an incidental sampling method using a sample of 50 respondents. The analysis technique used is multiple linear regression analysis, coefficient of determination, F test and t test with validity test, reliability test and classical assumption test. The analysis tool using is IBM SPSS 26 for Windows software. The results of data analysis show that the regression equation is $Y = -23,866 + 0,362 X1 + 0,352 X2 + 0,160X3 + e$ where the independent variable affected consumer loyalty (Y) by 0,788 or 78,8%. The results of the F test analysis show that the variables Brand Image, Product Quality and Service Quality simultaneously influence Customer Loyalty. Based on the results of the t test analysis, it shows that the Brand Image variable (X1) had a significant effect on Customer Loyalty (Y), the Product Quality variable (X2) had a significant effect on Customer Loyalty (Y), the Service Quality variable (X3) had a significant effect on Customer Loyalty (Y).

Key Words : *brand image, product quality, service quality, customer loyalty*