

***THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND  
SERVICE QUALITY TO CUSTOMER LOYALTY IN MIE SEMERU  
RESTAURANT IN CITRODIWANGSAN VILLAGE  
LUMAJANG DISTRICT***

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***ABSTRACT***

*This research is motivated by the existence of business competition in the field of spicy food, especially spicy noodles and also to reveal consumer behavior towards consumer loyalty at the restaurant Mie Semeru in Citrodiwangsan Village, Lumajang Regency. This study aims to analyze and examine the effect of brand image, product quality and service quality on consumer loyalty at the restaurant Mie Semeru in Citrodiwangsan Village, Lumajang Regency. The population in this study were all consumers who bought Mie Semeru products with a sample of 93 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS 25.00. Simultaneously the results of this study can be concluded that the variables of brand image, product quality and service quality have a significant effect on consumer loyalty at the restaurant Mie Semeru in Citrodiwangsan Village, Lumajang Regency. Partially the results of this study can be concluded that the variables of brand image and product quality have a significant effect on consumer loyalty at the restaurant Mie Semeru in Citrodiwangsan Village, Lumajang Regency. The service quality variable is a variable that does not have a significant effect on consumer loyalty at the restaurant Mie Semeru in Citrodiwangsan Village, Lumajang Regency. The product quality variable is a variable that has a dominant influence on consumer loyalty at the restaurant Semeru Mie in Citrodiwangsan Village, Lumajang Regency.*

*Keywords: Brand Image, Product Quality, Service Quality and Consumer Loyalty*