

***The Effect of Brand Image, Service Quality and Product Quality
of Consumer Loyalty on Mie Sakera
in Kalisat District Jember Regency***

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ABSTRACT

This study aims to determine the effect of brand image, service quality, and product quality simultaneously and partially towards consumer loyalty to Mie Sakera. In this study, the sampling technique which is used, is nonprobability sampling with incidental sampling method. The sample that is used, is 40 respondents. The data analysis technique is used, is multiple linear regression analysis, the coefficient of determination, the F test and the t test. The analytical tool which is used, is SPSS 25.00. The results of this study obtained a regression equation, namely $Y = -12.777 + 0.908 X1 - 0.028 X2 + 0.345 X3 + e$ where the independent variable affected Consumer Loyalty (Y) by 0.715 or 75.1%. The results of the F test analysis showed that the variables of Brand Image, Service Quality and Product Quality had a simultaneous effect on Consumer Loyalty. Based on the results of the t test analysis showed that the Brand Image variable (X1) had a significant effect on Consumer Loyalty (Y), the Service Quality variable (X2) had no significant effect on Consumer Loyalty (Y), and the Product Quality variable (X3) had a significant effect on Consumer Loyalty (Y).

Key Words : *brand image, service qualiti, product quality, consumer royalty*