INTISARI

Penelitian ini memiliki beberapa tujuan, yaitu: menganalisis pengaruh citra merek dan kepuasan konsumen terhadap loyalitas, menganalisis pengaruh nilai, kualitas persepsian dan citra merek terhadap kepuasan konsumen, menganalisis pengaruh citra merek dan kualitas persepsian terhadap nilai, dan menganalisis pengaruh citra merek terhadap kualitas persepsian. Objek dalam penelitian adalah sepeda motor Honda dan subjeknya adalah penduduk Kota Yogyakarta. Data penelitian diperoleh melalui penyebaran angket kepada 100 orang konsumen sepeda motor Honda di Kota Yogyakarta. Analisis data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM).

Hasil pengujian yang dilakukan menunjukkan citra merek berpengaruh positif terhadap loyalitas konsumen. Kepuasan pelanggan berpengaruh positif terhadap loyalitas konsumen. Nilai pelanggan berpengaruh positif terhadap kepuasan konsumen. Kualitas persepsian berpengaruh positif terhadap kepuasan konsumen. Citra merek berpengaruh positif terhadap kepuasan konsumen. Citra merek berpengaruh positif terhadap nilai pelanggan. Kualitas persepsian berpengaruh positif terhadap nilai pelanggan. Citra merek berpengaruh positif terhadap kualitas persepsian.

Kata kunci: citra merek, kepuasan pelanggan, loyalitas konsumen, nilai, kualitas persepsian.

Abstract

This study has several objectives: to analyze the influence of brand image and customer's satisfaction on loyalty, to analyze the influence of value, perception quality and brand image on consumer's satisfaction, to analyze the influence of the brand image on perception quality. The object in this study is Honda motorcycle and the subject is the resident of the city of Yogyakarta. The research data obtained through questionnaires to 100 consumers of Honda motorcycles in Yogyakarta. Data analysis was performed using Structural Equation Modeling (SEM).

The results of the tests performed showed that brand image has positive effect on consumer's loyalty. Customer's satisfaction has positive effect on customer's loyalty. Customer's value has positive effect on customer's satisfaction. Perception quality has positive effect on customer's satisfaction. Brand image has positive effect on customer's satisfaction. Brand image has positive effect on customer's value. Perception quality has positive effect on customer's value. Brand image has positive effect on perception quality.

Keywords: *brand image, customer's satisfaction, customer's loyalty, value, perception quality.*