

## **ABSTRACT**

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### **ANALYSIS THE INFLUENCE OF SERVICE QUALITY ON CUTOMER LOYALTY WITH CUSTOMER SATISFACTION AND CORPORATE IMAGE AS INTERVENING VARIABLES**

*This study aims to analyze and find out how the Analysis of the Effect of Service Quality on Customer Loyalty and Customer Satisfaction and Company Image as an Intervening Variable in a case study at the Four Points Hotel by Sheraton Manado. The type of research used is explanatory with a quantitative approach. The number of samples collected in this study were 180 respondents who had stayed at the Four Points by Sheraton Manado hotel more than 2 times. Data processing using SPSS ver 22 application and SEM test using SmartPLS. The results of the R Square data analysis stated that; (1) Service Quality affects Customer Satisfaction by 0.606 or 60.6% (2) Service Quality and Customer Satisfaction affect Company Image by 0.760 or 76.0% (3) Service Quality, Customer Satisfaction and Corporate Image affect Customer Loyalty by 0.710 or 71.0%.*

*Keywords : Service Quality, Customer Satisfaction, Corporate Image, Customer Loyalty*