

ABSTRACT

THE INFLUENCE OF BRAND IMAGE AND SERVICE QUALITY ON CUSTOMER LOYALTY AT TUKU COFFEE SHOP (IN TANGERANG SELATAN)

This study aims to determine the effect of Brand Image and Service Quality on Customer Loyalty at the Tuku Coffee Shop. The independent variables in this study are brand image and service quality, while the dependent variable is customer loyalty. The sampling technique used non-probability sampling with a quota sampling of 134 respondents. The data analysis method used in this study is multiple linear regression analysis. From the test results it can be stated that brand image has no significant effect on customer loyalty, service quality has a significant effect on customer loyalty, and together brand image and service quality have a positive and significant effect on customer loyalty at the Tuku coffee shop.

Keywords: *Brand Image, Service Quality, Customer Loyalty.*