

**THE EFFECT OF PRODUCT DIFFERENTIATION, BRAND IMAGE, AND  
SERVICE QUALITY ON CUSTOMER LOYALTY  
(STUDY ON THE BUSINESS OF “BELI BAKSO” LAMONGAN)**

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**ABSTRACT**

This study aims to determine the effect of product differentiation, brand image, and service quality on customer loyalty either partially or simultaneously and the most dominant factor among three variables above that affect customer loyalty, the population in this study is the customer on the business of “Beli Bakso” Lamongan, while the number of samples is 80 respondents. And this research use quantitative methods using data analysis methods validity test ,reliability test, classical assumption test, multiple linier regression, coefficient of determination, T test and F test.

The results of multiple linier regression test obtained are  $Y = 1.284 + 0.582X_1 + 0.128X_2 + 0.355X_3$  So it can be concluded that the most dominant variable affecting the customer loyalty variable is the brand image. The results of the partial t-test calculation  $t_{count} 9,077 > t_{table} 1,991$  (X1)  $t_{count} 5,859 > t_{table} 1,991$  (X2)  $t_{count} 7,594 > t_{table} 1,991$  (X3) so it can be concluded  $H_0$  is rejected and  $H_1$  are accepted.

From the research result it was concluded that each variable has positive value, has a positif direction and has influence both partially and simultaneous.

Keyword: Product Differentiation, Brand Image, Service Quality, Customer Loyalty.

**PENGARUH *PRODUCT DIFFERENTIATION*, *BRAND IMAGE*, DAN  
KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN  
(STUDI PADA USAHA *BELI BAKSO LAMONGAN*)**

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**RINGKASAN**

Penelitian ini bertujuan untuk mengetahui pengaruh Diferensiasi Produk, Citra Merek, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan baik secara parsial maupun simultan dan faktor yang paling dominan diantara ketiga variabel di atas yang mempengaruhi Loyalitas Pelanggan. Populasi dalam penelitian ini adalah pelanggan Usaha Beli Bakso Lamongan. Sedangkan jumlah sampelnya adalah 80 responden. Penelitian ini menggunakan metode Kuantitatif dengan menggunakan metode analisis data Uji Validitas, Uji Reabilitas, Uji Asumsi Klasik, Regresi Linier Berganda, Koefisien Determinasi, Uji t dan Uji f.

Dari hasil Uji Regresi Linier Berganda diperoleh nilai  $Y = 1.284 + 0.582X_1 + 0.128X_2 + 0.355X_3$  Sehingga dapat disimpulkan bahwa variabel yang paling dominan mempengaruhi variabel Loyalitas Pelanggan adalah variabel *Brand Image*. Hasil uji t diperoleh nilai  $t_{hitung} 9,077 > t_{tabel} 1,991$  (X1)  $t_{hitung} 5,859 > t_{tabel} 1,991$  (X2)  $t_{hitung} 7,594 > t_{tabel} 1,991$  (X3) sehingga dapat disimpulkan  $H_0$  ditolak dan  $H_1$  diterima. Dari hasil penelitian disimpulkan bahwa masing-masing variabel memiliki nilai positif memiliki arah positif dan memiliki pengaruh baik secara parsial maupun simultan.

Kata Kunci: *Diferensiasi Produk, Citra Merek, Kualitas Pelayanan, Loyalitas Pelanggan.*