



**THE INFLUENCE OF BRAND IMAGE, TRUST, AND
PERCEIVED QUALITY TOWARDS CUSTOMERS LOYALTY
MEDIATED BY SATISFACTION OF AQUA MINERAL
WATER IN BEKASI CITY**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

By:

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FACULTY OF BUSINESS

MANAGEMENT STUDY PROGRAM

CIKARANG

JUNE, 2023

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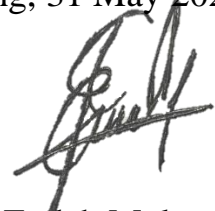
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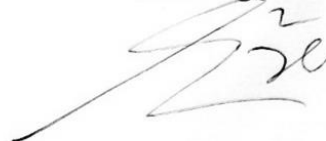
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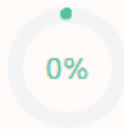
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CHAPTER 1 INTRODUCTION 1.1 Background of Problems World companies will continue to grow quickly in today's modern world. These activities, which include diverse commercial activities, are primarily motivated by profit. The most crucial factor in calculating market share is a marketing strategy. Businesses may choose the greatest marketing approach to generate the best earnings in the short and long terms. Many people will be persuaded to purchase these goods or services by an effective marketing plan (Sumarya et al., 2021). According to Nofiani and Mursid (2021), One of the things that are very important and required by a company or organization in order to run its business is marketing. Sales are frequently compared to or associated with marketing. However, in practice, marketing

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ABSTRACT

The need for clean water keeps rising. In reality, finding water that is both guaranteed to be safe to drink and of sufficient quality is becoming more and more challenging. They therefore require bottled drinking water during this time, especially in large cities where it is challenging to separate people from bottled drinking water. This situation will influence customer loyalty to mineral water particularly Aqua, it is also useful to know if these customers stay with Aqua or try another brand. This research was carried out to study the influence of brand image, trust, and perceived quality towards customers loyalty mediated by satisfaction of aqua mineral water in Bekasi City. This study used quantitative analysis. The questionnaire was distributed online to Bekasi City residents who consume Aqua mineral water. For this study, a total of 321 completed questionnaires were obtained. SMARTPLS-SEM 4 software was used to analyze the data and test the hypothesis. Results of this research showed that brand image, trust, and perceived quality has significant influence toward satisfaction and also satisfaction has significant influence toward customer loyalty in case of Aqua mineral water in Bekasi City. In conclusion, this research is utilized as a measuring tool to determine the optimal marketing strategy to implement in order to increase customer loyalty due to the numerous competitors in this Aqua mineral water. In this way, it serves the purpose that customers will feel satisfied and able to purchase with confidence.

Keywords: *Brand Image, Trust, Perceived Quality, Satisfaction, Customer Loyalty.*


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Cikarang, 31 May 2023

A handwritten signature in black ink, appearing to read 'Endah Mulyanti', written in a cursive style.

Endah Mulyanti

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