



**EXAMINING THE INFLUENCE OF
SERVICE QUALITY, BRAND IMAGE, AND PRICE
TO LOYALTY ON ALFAGIFT MEDIATED BY
CUSTOMER SATISFACTION:
A STUDY IN GREATER JAKARTA AREA**

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***A Skripsi* Presented to The School of Business President
University in Partial of the Requirements for Sarjana
Administrasi Bisnis (S.A.B)
2024**

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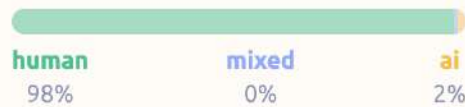
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ABSTRACT

Purpose - This research aims to examine the influence of service quality, brand image, and price toward customer loyalty mediated by customer satisfaction on Alfagift users in Greater Jakarta.

Design/Method - This study applied quantitative research methods by developing a questionnaire as a research instrument and then collecting data using a purposive sampling technique. A total of 278 data were collected from people in Greater Jakarta. The data collected in this study were analyzed using Partial Least Squares Structural Equation Model (PLS-SEM).

Findings - All hypotheses in this study are accepted, means all factors of customer loyalty have significant influences. Service quality influences customer satisfaction, brand image influences customer satisfaction, price influences customer satisfaction, and customer satisfaction influences loyalty.

Practical Implications - It is important to learn that service quality, brand image, and price are strong variables that influence customer satisfaction, which, in turn, can affect customer loyalty. Alfagift can improve service quality by investing in employee training, establishing strong customer feedback mechanisms, and providing timely customer service. Brand image must be strengthened by consistent branding, excellent customer experiences, and effective marketing strategies. Policymakers should keep competitive and equitable pricing to improve customer perceptions of value and satisfaction. These aspects help to increase overall consumer satisfaction and loyalty.

Keywords - Service Quality, Brand Image, Price, Customer Satisfaction, Customer Loyalty, Greater Jakarta, Alfagift, Greater Jakarta

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