

## ABSTRAK

Sri Jayanti, Ni Wayan (2023), *Peran kepuasan pelanggan dalam memediasi pengaruh brand image, dan perceived value terhadap brand loyalty pada provider Tri di Bali*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: kepuasan pelanggan, *brand image*, *perceived value*, *brand loyalty*

Penelitian ini bertujuan untuk menganalisis peran kepuasan pelanggan dalam memediasi *brand image* dan *perceived value* terhadap *brand loyalty* pada provider Tri di Bali. Menggunakan pendekatan kuantitatif yang bersifat *pre-determined*, analisis data statistik serta interpretasi data statistik. Subyek dalam penelitian ini adalah seluruh pelanggan provider Tri yang ada di Denpasar. Untuk obyek penelitian ini ialah *brand image* (X1) dan *perceived value* (X2), *brand loyalty* (Y) sebagai variabel terikat, dan kepuasan pelanggan (M) sebagai mediasi. Pemilihan sampel menggunakan metode *non probability sampling* pada pelanggan Tri yang ada di Denpasar. Teknik pengambilan data dengan penyebaran kuesioner kepada 110 responden. Teknik analisis menggunakan analisis *structural equation model* (SEM) berbasis *partial least square* (PLS). Hasil dari penelitian ini menunjukkan bahwa: (1) *brand image* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*, (2) *perceived value* tidak berpengaruh terhadap *brand loyalty*, (3) *brand image* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (4) *perceived value* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, serta (5) kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap *brand loyalty*. Pada pengaruh tidak langsung terdapat pengaruh (6) *brand image* terhadap *brand loyalty* melalui kepuasan pelanggan, sedangkan pada (7) *perceived value* tidak berpengaruh terhadap *brand loyalty* melalui kepuasan pelanggan. Secara teoritis penelitian ini akan memberikan implikasi bahwa *brand image*, *perceived value*, dan kepuasan pelanggan merupakan faktor utama dalam meningkatkan *brand loyalty*. Secara praktis, penelitian ini memberikan implementasi strategi perusahaan untuk meningkatkan kepuasan pelanggan dan *brand loyalty* pada industri provider Tri di Bali.

## **ABSTRACT**

Sri Jayanti, Ni Wayan (2023), *The role of customer satisfaction in mediating brand image, and perceived value of brand loyalty at Tri providers in Bali*. Thesis, Management Science, Postgraduate Program, Ganesha University of Education.

*This thesis has been approved and reviewed by First Advisor: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si, and Second Advisor: Trianasari, M.M., Ph.D.*

*Keywords: customer satisfaction, brand image, perceived value, and brand loyalty*

*This research aims to determine the role of customer satisfaction in mediating brand image and perceived value on brand loyalty at Tri providers in Bali. This research uses a quantitative approach, in this quantitative approach the research is pre-determinate, analyzing statistical data and interpreting statistical data. This research was carried out in the Municipality of Denpasar. The subjects in this research were all Tri provider customers in Bali. The objects of this research are Brand Image (X1) and Perceived Value (X2), Brand Loyalty (Y) as the dependent variable, through and Customer Satisfaction (M) as mediation. The sample selection in this research used a non-probability sampling method. This research uses Structural Equation Model (SEM) analysis based on Partial Least Square (PLS). The results of this research show that (1) brand image has an influence on brand loyalty. However, (2) perceived value has no influence on brand loyalty, (3) brand image influence positif and significant on customer satisfaction and (4) perceived value have an influence positif significant on customer satisfaction, and (5) customer satisfaction has an influence on brand loyalty. In the indirect effect, there is an influence between brand image and brand loyalty through customer satisfaction, whereas perceived value has no effect on brand loyalty through customer satisfaction. Theoretically, this reaseach will provide the implication that brand image, perceived value and customer satisfaction are the main factors in increasing brand loyalty. Practically, this research provides implementation of company strategies to increase customer satisfaction and brand loyalty in the Tri provider industry in Bali.*