

I Gusti Bagus Sudarsana (2026), Peran Kepuasan Pelanggan dalam Memediasi Pengaruh Citra Merek dan Kualitas Pelayanan terhadap Loyalitas Pelanggan di Puri Bagus Lovina, Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si. dan Pembimbing II: Trianasari, M.M., Ph.D.

Kata-kata kunci: citra merek, industri perhotelan, kepuasan pelanggan, kualitas pelayanan, loyalitas pelanggan.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi di Puri Bagus Lovina. Penelitian ini menggunakan desain kuantitatif kausal dengan sampel sebanyak 95 responden tamu resor yang dipilih melalui teknik *purposive sampling*. Pengumpulan data dilakukan menggunakan instrumen kuesioner yang telah terbukti memenuhi syarat validitas dan reliabilitas. Analisis data dilakukan menggunakan metode *Structural Equation Modeling - Partial Least Square* (SEM-PLS). Hasil analisis menunjukkan bahwa citra merek dan kualitas pelayanan secara langsung berpengaruh positif, tetapi tidak signifikan terhadap loyalitas pelanggan. Pengujian efek mediasi membuktikan bahwa kepuasan pelanggan berperan sebagai mediasi penuh (*full mediation*) pada pengaruh kualitas pelayanan terhadap loyalitas pelanggan. Di sisi lain, kepuasan pelanggan terbukti tidak mampu memediasi pengaruh citra merek terhadap loyalitas pelanggan. Temuan empiris ini menegaskan bahwa pembentukan loyalitas tamu di industri perhotelan berkonsep resor secara mutlak didorong oleh kualitas pelayanan aktual yang memuaskan, bukan sekadar janji pemasaran. Sebagai implikasi manajerial, manajemen Puri Bagus Lovina disarankan untuk terus meningkatkan kualitas pelayanan melalui sentuhan kearifan lokal dan mengoptimalkan eksposur atribut merek guna mengonversi kepuasan menjadi loyalitas yang berkelanjutan.

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Keywords: brand image, customer loyalty, customer satisfaction, hospitality industry, service quality.

Abstract

This research aims to analyze the effect of brand image and service quality on customer loyalty, with customer satisfaction as a mediating variable at Puri Bagus Lovina. This study employed a causal quantitative design with a sample of 95 resort guests selected through purposive sampling technique. Data were collected using a questionnaire that had been proven to meet validity and reliability requirements. Data analysis was conducted using the Structural Equation Modeling - Partial Least Square (SEM-PLS) method. The analysis results indicated that brand image and service quality had a direct positive, but insignificant, effect on customer loyalty. The mediation effect test proved that customer satisfaction acted as a full mediator (full mediation) on the effect of service quality on customer loyalty. On the other hand, customer satisfaction failed to mediate the effect of brand image on customer loyalty. These empirical findings confirmed that the establishment of guest loyalty in the resort-based hospitality industry is fundamentally driven by satisfying actual service quality, rather than mere marketing promises. As a managerial implication, the management of Puri Bagus Lovina is advised to continuously improve service quality through a touch of local wisdom and optimize the exposure of brand attributes to convert satisfaction into sustainable loyalty.