

ABSTRACT

THE INFLUENCE OF BRAND EQUITY AND SERVICE QUALITY TOWARDS CUSTOMER LOYALTY OF NINJA XPRESS BRANCH CIMINCRANG BANDUNG CITY

(Research in Ninja Xpress Branch Cimincrang)

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This study aims to determine how much influence the variables of Brand Equity and Service Quality partially or simultaneously on Customer Loyalty in Ninja Xpress, Cimincrang Branch, Bandung City. The sample used in this study was 78 respondents. The method used in this research is descriptive analysis which basically wants to test the truth of a hypothesis by collecting data to predict and explain the relationship or influence of a variable on other variables. Based on the results of the research simultaneously, the F count value is 83.011 or sig 0.000. Because the significant value obtained is $0.000 < 0.05$ and $83.011 > 3.12$, it can be concluded that simultaneously H_a is accepted and H_0 is rejected, meaning that together the variables of brand equity and service quality have a significant effect on customer loyalty variables.

Keyword: Brand Equity, Service Quality, Customer Loyalty