

ABSTRAK

PENGARUH CITRA MEREK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN (STUDI KASUS PADA *CAFE* PANCONG BALAP TEDUH DI PURWAKARTA)

Bisnis *Food&Beverage (F&B)* atau makanan dan minuman merupakan kategori bisnis paling populer di tengah masyarakat Indonesia. Dalam industri yang kompetitif suatu usaha perlu membuat strategi untuk memenangkan pasar, salah satunya dengan menciptakan kepuasan pelanggan. Citra merek dan kualitas pelayanan menjadi faktor yang dapat mempengaruhi kepuasan pelanggan. Tujuan penelitian ini adalah untuk mengetahui pengaruh *citra merek* dan kualitas pelayanan pada Pancong Balap Teduh di Purwakarta. Jumlah sampel sebanyak 99 responden, pengumpulan data dilakukan melalui kuesioner. Teknik analisis menggunakan analisis regresi linear berganda dengan SPSS versi 25. Berdasarkan hasil analisis, dapat ditemukan bahwa *citra merek* dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan di Pancong Balap Teduh Purwakarta.

Kata Kunci : *citra merek*, Kualitas Pelayanan dan Kepuasan Pelanggan.

ABSTRACT***THE EFFECT OF BRAND IMAGE AND SERVICE QUALITY ON
CUSTOMER SATISFACTION (CASE STUDY AT CAFE PNCONG BALAP
TEDUH IN PURWAKARTA)***

The Food & Beverage (F&B) business is the most popular business category among Indonesian people. In a competitive industry, a business needs to create a strategy to win the market, one of which is by creating customer satisfaction. Brand image and service quality are factors that can affect customer satisfaction. The purpose of this study was to determine the effect of brand image and service quality on Pancong Balap Teduh in Purwakarta. The number of samples as many as 99 respondents, data collection was done through a questionnaire. The analysis technique uses multiple linear regression analysis with SPSS version 25. Based on the results of the analysis, it can be found that brand image and service quality have a positive and significant effect on customer satisfaction at Pancong Balap Teduh Purwakarta.

Keywords: Brand Image, Service Quality and Customer Satisfaction.