

## ABSTRAK

Penelitian ini bertujuan mengidentifikasi pengaruh positif citra merek sepatu Converse terhadap kepuasan pelanggan dan loyalitas pelanggan, serta mengidentifikasi pengaruh kepuasan pelanggan terhadap loyalitas pelanggan sepatu Converse di Yogyakarta. Populasi yang digunakan dalam penelitian ini adalah mahasiswa – mahasiswi perguruan tinggi di Yogyakarta. Sedangkan sampel yang diambil dari penelitian ini adalah sebesar 174 responden yang dianggap telah cukup mewakili populasi yang diteliti dengan metode *non probability sampling* dan sampel diperoleh menggunakan teknik *convenience sampling*. Data diolah dengan analisis *structural equation sampling* menggunakan program AMOS 22. Hasil penelitian ini menunjukkan bahwa ada pengaruh positif citra merek terhadap kepuasan pelanggan dan loyalitas pelanggan sepatu merek Converse. Penelitian ini juga dipengaruhi secara positif kepuasan pelanggan terhadap loyalitas pelanggan sepatu merek Converse di Yogyakarta.

**Kata kunci :** Citra Merek, Kepuasan Pelanggan, Loyalitas Pelanggan.

## ABSTRACT

*This study aims to identify the positive effect of Converse shoes brand image on customer satisfaction and customer loyalty, and to identify the effect of customer satisfaction on customer loyalty to Converse shoes in Yogyakarta. The population used in this study were students in Yogyakarta. While the samples taken from this study were 174 respondents who were considered to have represented the population studied with non probability sampling methods and samples were obtained using convenience sampling techniques. Data is processed by sample analysis of structural equations using the AMOS 22 program. The results of this study indicate that there is a positive effect of brand image on customer satisfaction and customer loyalty to Converse brand shoes. This research was also positively effect by customer satisfaction with customer loyalty to Converse brand shoes in Yogyakarta.*

**Keyword:** *brand image, customer satisfaction, customer loyalty*

