

ABSTRACT

THE INFLUENCE OF BRAND IMAGE AND BRAND AWARENESS ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

**(A Survey on Customers of D-NOX Veterinary Medicine Products at
Sanbe Farma Agents in Ciamis Regency)**

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This study aimed to examine and analyze the influence of brand image and brand awareness on customer loyalty through customer satisfaction regarding D-NOX veterinary medicine products at Sanbe Farma agents in Ciamis Regency. The method used in this research was a survey with a descriptive quantitative approach. The sample size in this study consisted of 200 respondents, selected using proportional random sampling. Using Partial Least Square-Structural Equation Modeling (PLS-SEM) for data analysis, the study found that brand image and brand awareness had a positive and significant influence on customer satisfaction. Brand image and brand awareness also had a positive and significant influence on customer loyalty. Customer satisfaction had a positive and significant influence on customer loyalty. Furthermore, customer satisfaction played a positive and significant role in mediating the influence of brand image and brand awareness on customer loyalty among users of D-NOX veterinary medicine products at Sanbe Farma agents in Ciamis Regency.

Keywords: *Brand Awareness, Brand image, Customer loyalty, Customer Satisfaction*

ABSTRAK

PENGARUH *BRAND IMAGE* DAN *BRAND AWARENESS* TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN (Survei pada Pelanggan Produk Obat Peternakan D-NOX pada Agen Sanbe Farma di Kabupaten Ciamis)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *brand image* dan *brand awareness* terhadap loyalitas pelanggan melalui kepuasan pelanggan Produk Obat Peternakan D-NOX pada Agen Sanbe Farma di Kabupaten Ciamis. Metode yang digunakan dalam penelitian ini survei dengan pendekatan deskriptif kuantitatif. Ukuran sampel dalam penelitian ini sebanyak 200 responden dengan teknik sampel *proporsional random sampling*. Dengan menggunakan Analisis data *Partial Least Square-Structural Equation Model* (PLS-SEM), penelitian menemukan bahwa *brand image* dan *brand awareness* berpengaruh positif dan signifikan terhadap kepuasan pelanggan. *Brand image* dan *brand awareness* berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berperan positif dan signifikan dalam memediasi pengaruh *brand image* dan *brand awareness* terhadap loyalitas pelanggan pada pengguna produk obat peternakan D-NOX di Agen Sanbe Farma Kabupaten Ciamis

Kata Kunci: *Brand Awareness, Brand image, Kepuasan Pelanggan, Loyalitas Pelanggan*