

## ABSTRAK

Yuda Pratama, Sawung: 2016. Pengaruh *Brand Image*, *Advertising* dan Kepuasan Konsumen terhadap Loyalitas penggunaan Gopay studi kasus pada Mahasiswa FEB UM Metro. Skripsi prodi **Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Metro. Dibawah bimbingan (I) Suwarto,S.E.,M.M. dan pembimbing (II) Nani Septiana,S.E.,M.M.**

Penelitian difokuskan pada: Pengaruh *Brand Image*, *Advertising* dan Kepuasan Konsumen terhadap loyalitas penggunaan Gopay studi kasus pada Mahasiswa FEB UM Metro. Perumusan masalah adalah adakah Pengaruh *Brand Image*, *Advertising* dan Kepuasan Konsumen Terhadap Loyalitas penggunaan Gopay. Tujuan yang hendak dicapai oleh peneliti adalah untuk mengetahui adanya pengaruh *Brand Image*, *Advertising* dan Kepuasan Konsumen terhadap Loyalitas penggunaan Gopay studi kasus pada Mahasiswa FEB UM Metro.

Metode yang digunakan deskriptif kuantitatif dan kualitatif, dengan populasi mahasiswa FEB angkatan 2017 berjumlah 310 mahasiswa. Teknik pengambilan sampel menggunakan purposive sampling dan sampel berdasarkan rumus slovin sehingga dalam penelitian adalah 100 reponden.

Hasil dari penelitian ini disimpulkan berdasarkan perhitungan uji regresi linier berganda bahwa variable *brand image* (X1) berpengaruh positif dan signifikan terhadap Loyalitas penggunaan Gopay, variabel *Advertising* (X2) berpengaruh positif dan signifikan terhadap Loyalitas penggunaan Gopay, Variabel Kepuasan Konsumen (X3) mempunyai pengaruh positif dan signifikan terhadap Loyalitas penggunaan Gopay. Dan Berdasarkan uji f variabel *Brand Image*, *Advertising* dan Kepuasan Konsumen secara bersama-sama memiliki pengaruh positif dan signifikan terhadap loyalitas penggunaan Gopay.

Adanya hubungan yang positif dan signifikan antara variable bebas terhadap variable terikat, artinya apabila variabel bebas mengalami peningkatan maka variabel terikat juga mengalami peningkatan.

**Kata Kunci: *Brand Image*, *Advertising*, Kepuasan Konsumen dan Loyalitas**

## ABSTRACT

Yuda Pratama, Sawung: 2016. The Effect of Brand Image, Advertising and Consumer Satisfaction on the Loyalty of using Gopay: Case Study on FEB UM Metro Students. Undergraduate Thesis. **Management Study Program, Economics and Business Faculty, Muhammadiyah University Metro. Advisor (I) Suwanto, S.E., M.M. dan Advisor (II) Nani Septiana, S.E., M.M.**

The research is focused on: The Effect of Brand Image, Advertising and Consumer Satisfaction on the loyalty of the Gopay use; case studies on FEB UM Metro students. The problem formulations are is there any influence of Brand Image on the loyalty of Gopay use and is there any influence of Advertising and Consumer Satisfaction on the loyalty of the Gopay use. The researcher's aim is to find out the influence of Brand Image, Advertising and Consumer Satisfaction on the Loyalty of using Gopay: case studies on FEB UM Metro students.

The method used is descriptive quantitative and qualitative, with a population of FEB students academic year 2017, with totalling 310 students. The sampling technique uses purposive sampling and the sample is based on the Slovin formula so, there are 100 respondents in this research.

The results obtained from Brand Image, Advertising and Consumer Satisfaction on the loyalty of the Gopay use; case studies on FEB UM Metro students are based on the calculation of multiple linear regression tests that the variable brand image (X1) has a positive and significant effect on the loyalty of Gopay use, Advertising variable (X2) has a positive and significant effect on Loyalty using Gopay, Consumer Satisfaction Variable (X3) has a positive and significant effect on Loyalty of using Gopay. Based on the f test (Simultaneous) of Brand Image, Advertising and Consumer Satisfaction variable, simultaneously have a significant influence on the loyalty of the Gopay use.

There is a positive and significant relationship between the independent variable and the dependent variable. It means that if the independent variable increases, the dependent variable also increases.

**Keywords: *Brand Image, Advertising, Consumer Satisfaction and Loyalty***