

SARI

Podiman, Amelia. 2017. Analisis Hubungan Antara Persepsi Hubungan Masyarakat dan Kesetiaan Pelanggan yang Dimediasi dan Dimoderasi oleh Citra Merek. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Drs.Waluyo Budi Atmoko,MM. Pembimbing II. Ariefah Yulandari,SE.,MM.

Penelitian ini bertujuan menguji peran mediasi dan moderasi citra merek pada hubungan persepsi hubungan masyarakat dan kesetiaan pelanggan. Citra merek memiliki peran sebagai variabel moderator pada hubungan antara persepsi hubungan masyarakat dan kesetiaan pelanggan sehingga citra merek memperkuat hubungan antara persepsi hubungan masyarakat dan kesetiaan pelanggan.

Data diperoleh melalui kuesioner yang dibagikan kepada pelanggan Hotel Amarelo dan Hotel Adhiwangsa. Teknik penyampelan yang digunakan adalah *purposive sampling* dengan populasi pelanggan Hotel sebanyak 137 responden. Uji hipotesis dilakukan dengan menggunakan analisis regresi menggunakan program SPSS 11.5.

Hasil penelitian ini menunjukkan citra merek tidak berpengaruh signifikan terhadap kesetiaan pelanggan, citra merek secara moderasi memperkuat hubungan antara persepsi hubungan masyarakat dan kesetiaan pelanggan, persepsi hubungan masyarakat berpengaruh signifikan pada citra merek, dan persepsi hubungan masyarakat berpengaruh signifikan pada kesetiaan pelanggan.

Kata kunci : citra merek, persepsi hubungan masyarakat, kesetiaan pelanggan

ABSTRACT

Podiman, Amelia. 2017. Analysis of the Relationship Between Perception of Public Relations and Customer Loyalty Mediated and Moderated by Brand Image. Study Program S1 Management Faculty Economy. Universitas Setia Budi Surakarta. Supervisor I . Drs.Waluyo Budi Atmoko, MM. Supervisor II. Ariefah Yulandari, SE., MM.

This study aims to test the role of mediation and brand image moderation in relationships between public relations perceptions and customer loyalty. Brand image has a role as a moderator variable on the relationship between perception of public relations and customer loyalty so that the brand image strengthens the relationship between the perception of public relations and customer loyalty. The data were obtained from the questionnaires distributed to Amarelo Hotel customers and Adhiwangsa Hotel. The sampling technique used was purposive sampling with 137 respondents from the Hotel customer's population. The hypothesis test was used by using regression test the SPSS 11.5 program. The results of the study indicate that the brand image does not significantly affect customer loyalty, the brand image is strongly reinforced by the relationship between public relations perceptions and customer loyalty, public relations perceptions significantly affect brand image, and public relations perceptions have a significant effect on customer loyalty.

Keywords: brand image, public relations perception, customer loyalty