THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (STUDY ON GRABFOOD OFDS)

PENGARUH KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI (STUDI PADA GRABFOOD OFDS)

Written by

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UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to Get a Bachelor's

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2023

DECLARATION

Name   : Reghina Daffasya Hartanto

Student Number   : 20190410353

      I hearby declare that this thesis entiled: **"The Influence of Service Quality and Brand Image On Customer Loyalty Through Customer Satisfaction As An Intervening Variable (Study on Grabfood OFDS)** does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge there are also no works opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation intellectual right is later found in this manuscript, I agree to accept any relevant academis consequences.

Yogyakarta, 25 June 2023

Reghina Daffasya H

MOTTO

"Allah does not charge a soul except with its capacity"

(Q.S. Al Baqarah : 286)

"May the flowers remind us, why the rain was so necessary"

(Xan Oku)

"Confidence comes not from always being right, but from not fearing to be wrong" (Peter T. Mcintyre)

"I can not change the direction of the wind, but I can adjust my sails to always reach my destination"

(Jimmy Dean)

DEDICATION

I always give thanks to Allah SWT who has to give His grace and guidance so that I can complete this undergraduate thesis. Even though there are some difficulties but I can get past them with good. I feel proud of myself because I was able to endure until this time and prove that I can deal with it. This undergraduate thesis is my present to:

1. My beloved Family, my father, my mother, and my sister, thankyou for all the love and support that you give to me. Even I am as an undergraduate student can not make a priority what I should make a priority. So that I can not lighten your burden more timely. Thank you for trusting your last children, your sister can finish this undergraduate thesis even though there are many obstacles. There are no one can replace you all.

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4. My ex, Rizal Anggoro. Thank you that always stand by me. Help a lot to strengthen me and always being helpful for me. Do anything for me, and support me until now.

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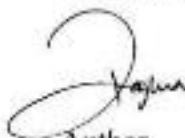
PREFACE

Praise be to Allah SWT for providing convenience, grace, and mercy in writing the undergraduate thesis entitled "The Influence of Service Quality and Brand Image on Customer Loyalty Through Customer Satisfaction As An Intervening Variable (Study on Grabfood OFDS)". This undergraduate thesis is prepared to fulfill one of the requirements in obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The Author takes this topic with the hope of providing input for .....

The completion of this undergraduate thesis is inseparable from the guidance and support of various parties, therefore on this occasion the authors would like to express our deepest gratitude to :

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As a final word, there is no ivory that is not cracked, the author realizes that there are still many shortcomings in this thesis. Therefore, criticism, suggestions, and further research development are indispensable for the depth of this topic.

Yogyakarta, 26 June 2023

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Reghina Daffarya H.

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