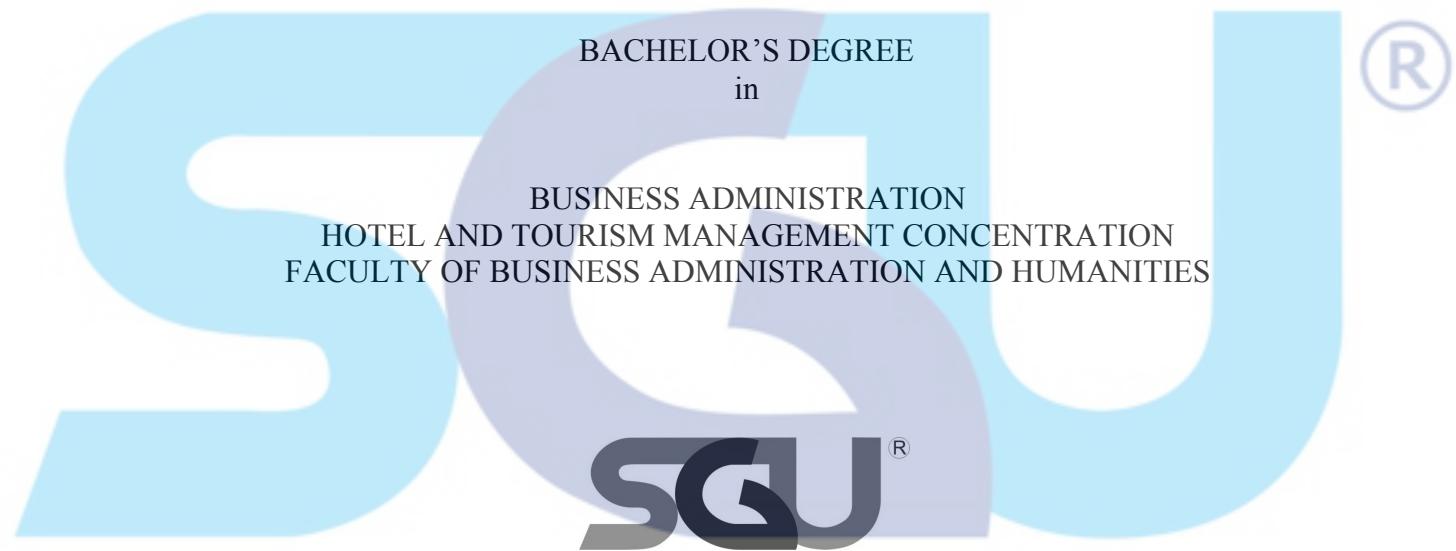


**ANALYZING THE IMPACT OF SERVICE QUALITY AND BRAND IMAGE
TOWARDS CUSTOMER LOYALTY IN FIVE STARS HOTEL IN JAKARTA
THAT IMPLEMENT GREEN PRACTICES**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

ANALYZING THE IMPACT OF SERVICE QUALITY AND BRAND IMAGE CUSTOMER LOYALTY IN FIVE STARS HOTEL IN JAKARTA THAT IMPLEMENT GREEN PRACTICES

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This research is aim to see if there is influence of service quality and brand image towards customer loyalty in five stars in Jakarta that implement green practices. In this research there are two independent variables service quality and brand image and one dependent variable customer loyalty. Service quality will use five indicators such as, tangible, reliability, responsiveness, assurance, and empathy. Brand image will use three indicators such as, attributes, benefits, and attitudes. Customer loyalty will use two indicators such as, attitude loyalty and behavioural loyalty. This research is using quantitative research, and the type of study is causal explanatory. The data will be collected by distributing questionnaire, to the guests who have experience to stay at 5 stars that implement green practices. The sample will be 100 respondents that taken from the population. The research used multiple regressions to know how big influence between variables and for the influence per indicator of the variable will use Chi-square test. The outcome of this research is both service quality and brand image impact customer loyalty simultaneously. But, partially service quality has no significant influence towards customer loyalty and this is very different with brand image that has significant influence towards customer loyalty

Keywords: Service Quality, Brand Image, Green Practices, and Customer Loyalty.



DEDICATION

I dedicate this works for the future generation of Indonesia



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