

ABSTRAK

PENGARUH *BRAND IMAGE* DAN *CUSTOMER SATISFACTION* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER* *ENGAGEMENT* SEBAGAI VARIABEL MEDIASI (Studi pada Pengunjung Pulau Pahawang Lampung)

OLEH

VIRA SYAVINA

Pulau Pahawang merupakan destinasi wisata bahari unggulan di Lampung yang memiliki keindahan alam dan keanekaragaman hayati yang masih terjaga, sehingga menjadikannya lokasi strategis untuk penelitian pengembangan pariwisata berbasis ekowisata dan pengelolaan lingkungan yang berkelanjutan. Penelitian ini bertujuan untuk mengkaji pengaruh *Brand image* dan *Customer satisfaction* terhadap *Customer loyalty* dengan *Customer engagement* sebagai variabel mediasi. Studi ini menggunakan pendekatan kuantitatif dengan metode *explanatory resercarch*. Sampel penelitian berjumlah 97 responden yang dipilih melalui *purposive sampling* berdasarkan rumus *Cochran*. Data dikumpulkan melalui kuesioner yang disebarakan kepada pengunjung Pulau Pahawang dan dianalisis menggunakan *software SmartPLS 4.0*. Analisis meliputi *uji outer model*, *inner model*, dan uji hipotesis. Hasil penelitian menunjukkan bahwa *Brand image* berpengaruh negatif tidak signifikan terhadap *Customer loyalty*, *Customer satisfaction* berpengaruh negatif tidak signifikan terhadap *Customer loyalty*, *Brand image* berpengaruh positif dan signifikan terhadap *Customer engagement*, *Customer satisfaction* berpengaruh positif dan signifikan terhadap *Customer engagement*, *Customer engagement* berpengaruh positif dan signifikan terhadap *Customer loyalty*, *Brand image* berpengaruh positif dan signifikan terhadap *Customer loyalty* yang dimediasi oleh *Customer engagement*, serta *Customer satisfaction* berpengaruh positif dan signifikan terhadap *Customer loyalty* yang dimediasi oleh *Customer engagement*.

Kata kunci: *Brand image*, *Customer satisfaction*, *Customer Engagement*, *Customer loyalty*

ABSTRACT

THE EFFECT OF BRAND IMAGE AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY THROUGH CUSTOMER ENGAGEMENT AS A MEDIATION VARIABLE

(Study on Pahawang Island Visitors, Lampung)

BY

VIRA SYAVINA

Pahawang Island is a leading marine tourism destination in Lampung, renowned for its preserved natural beauty and biodiversity, making it a strategic location for research on ecotourism-based tourism development and sustainable environmental management. This study aims to examine the effect of brand image and customer satisfaction on customer loyalty with customer engagement as a mediating variable. The research employs a quantitative approach with an explanatory research method. The sample consists of 97 respondents selected using purposive sampling based on Cochran's formula. Data were collected through questionnaires distributed to visitors of Pahawang Island and analyzed using SmartPLS 4.0 software. The analysis includes outer model testing, inner model testing, and hypothesis testing. The results indicate that brand image has a negative and insignificant effect on customer loyalty, customer satisfaction has a negative and insignificant effect on customer loyalty, brand image has a positive and significant effect on customer engagement, customer satisfaction has a positive and significant effect on customer engagement, customer engagement has a positive and significant effect on customer loyalty, brand image has a positive and significant effect on customer loyalty mediated by customer engagement, and customer satisfaction has a positive and significant effect on customer loyalty mediated by customer engagement.

Keywords: *Brand image, Customer satisfaction, Customer Engagement, Customer loyalty*