Effect of Brand Image, Quality Service and Customer Satisfaction to Customer Loyalty PC Master (Case Study of Computer Distributors of Brand Dell In Surabaya)

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Abstract
The purpose of the study to determine whether there are significant quality of service brand image and customer satisfaction, and simultaneously and partially on consumer loyalty Dell computer brand in Surabaya. The method used in this study is a quantitative method with the sampling technique used was purposive sampling. The data analysis technique used is multiple linear regression. Research results achieved are partially or simultaneously that the brand image of the variable quality of service and customer satisfaction to customer loyalty effect signigikan PC Master in Surabaya. While the value of the coefficient of determination \( R^2 \) is 99.2% and the remaining 8% are influenced by other variables not included in this study.

Keywords
brand image, service quality, customer satisfaction, customer loyalty