

ABSTRACT

Learning applications like Ruangguru have become an innovative solution in supporting educational needs in the digital era. With over 38 million active users, the app continues to offer various services and features to meet the learning needs of Indonesian students. However, intense competition in the EdTech (Education Technology) sector requires Ruangguru to ensure its users remain loyal. This research aims to examine the impact of Service Quality and Brand Image on Customer Satisfaction and Customer Loyalty on the Ruangguru app, both directly and through the mediation of Customer Satisfaction.

This study uses a quantitative associative method with a descriptive analysis research design. The sampling method applied is probability sampling, specifically proportional random sampling, with 400 respondents. The data analysis technique uses Structural Equation Modeling (SEM) Partial Least Square with SmartPLS 3 software.

The results of the study indicate that Brand Image has a significant positive effect on Customer Satisfaction and Customer Loyalty (both directly and through satisfaction as a mediator). Service Quality has a significant effect on Customer Loyalty, and Customer Satisfaction also proves to have a significant effect on Customer Loyalty.

Keywords: *Brand Image, Customer Loyalty, Customer Satisfaction, Service Quality*