

ABSTRACT

Lifestyle Reptile need to review the things that can affect customer satisfaction. Service quality and product quality should be reviewed related to its effect on customer satisfaction. The purpose of this study is to analyze and prove the influence of the service quality and product quality to customer satisfaction. The study consisted of three variables, namely: service quality (X1), product quality (X2) and customer satisfaction (Y). The research was conducted by taking the entire consumer owned by Lifestyle Reptile as a sample. Overall the study involved 33 respondents. The analysis technique used in this study is a multiple linear regression. The results showed that the service quality and product quality has a significant influence on customer satisfaction Lifestyle Reptile.

Keywords : customer satisfaction, service quality, product quality

