

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan dan loyalitas pelanggan. Guna mengumpulkan data penelitian yang disebarkan kepada responden yaitu mayoritas masyarakat yang pernah membeli dan mengkonsumsi produk Pizza Jaber dan mengunjungi langsung tempat Pizza Jaber. Pengambilan sampel dilakukan dengan metode *purposive sampling*. Kuesioner akan dibagikan sejumlah 97 kuesioner sebagai bahan analisis dalam penelitian ini.

Penelitian ini menggunakan PLS (*Partial Least Square*) 3.0. Pada penelitian ini dilakukan analisis pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan dan loyalitas pelanggan. Dari situ didapatkan bahwa pengaruh kualitas produk terhadap kepuasan pelanggan tidak signifikan. Kemudian, pengaruh kualitas pelayanan terhadap kepuasan pelanggan yaitu signifikan dan pengaruh kepuasan pelanggan terhadap loyalitas pelanggan yaitu signifikan.

Kata kunci: kualitas produk, kualitas pelayanan, kepuasan pelanggan, dan loyalitas pelanggan

ABSTRACT

This research was conducted to determine the effect of product quality and service quality on customer satisfaction and customer loyalty. In order to collect research data distributed to respondents, namely the majority of people who have bought and consumed Pizza Jaber products and visited the Jaber Pizza place directly. Sampling was done by purposive sampling method. A total of 97 questionnaires will be distributed as material for analysis in this study.

This study uses PLS (Partial Least Square) 3.0. This research analyzes the effect of product quality and service quality on customer satisfaction and customer loyalty. From there it was found that the effect of product quality on customer satisfaction was not significant. Then, the effect of service quality on customer satisfaction is significant and the effect of customer satisfaction on customer loyalty is significant.

Keywords: *product quality, service quality, customer satisfaction, and customer loyalty*