

SUMMARY

PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN PADA POINT 2000 TELCO CABANG CENTRAL PARK

Created by YULIA YESERA

Subject : KUALITAS PRODUK , KUALITAS PELAYANAN
, LOYALITAS PELANGGAN
, POINT 2000 TELCO , CENTRAL PARK

Subject Alt : KUALITAS PELAYANAN,
LOYALITAS , CABANG CENTRAL PARK

Keyword : : Product Quality, Service Quality, Customer Loyalty

Description :

ABSTRACT

This study is aimed to determine whether there is influence between product quality and customer loyalty, to determine whether there is influence between service quality and customer loyalty and to determine whether there are significant jointly between product quality and service quality on customer loyalty.

Types and sources of data used in this study are primary data and secondary data. The population is the entire customer Point 2000 Telco Central Park Mall branch, sampling techniques use non-probability sampling method, the number of samples is determined by the quota sample of 100 respondents, the selection of respondents using purposive sampling.

The results showed that the quality of products partially positive effect on customer loyalty Point 2000 Telco Central Park Mall branch, service quality partially positive effect on customer loyalty Point 2000 Telco Central Park Mall branch and if the quality of the product and service quality will be run simultaneously influence simultaneously on customer loyalty Point 2000 Telco Central Park Mall branch.

Keywords : Product Quality, Service Quality, Customer Loyalty

Date Create : 05/05/2015

Type : Text

Language : Indonesian

Identifier : UEU-Undergraduate-undergraduate_11_2010-11-152

Collection : undergraduate_11_2010-11-152

Full file - Member Only

If You want to view FullText...Please Register as MEMBER

Contact Person :

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

Astrid (astrid.chrisafi@esaunggul.ac.id)

Supervisor