SUMMARY

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

Created by YULIA YESERA

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ABSTRACT

This study is aimed of 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.

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Contact Person :
Astrid Chrisafi (mutiaraadinda@yahoo.com)
Annisa (annisa@esaunggul.ac.id)
Thank You,

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

Supervisor