SUMMARY

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

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ABSTRACT

This study is aimed at determining whether there is an influence between product quality and customer loyalty, to determine whether there is an influence between service quality and customer loyalty, and to determine whether there are significant joint influences 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 a 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 positively affects customer loyalty Point 2000 Telco Central Park Mall branch, service quality partially positively affects customer loyalty Point 2000 Telco Central Park Mall branch and if the quality of the product and service quality will run simultaneously influence simultaneously on customer loyalty Point 2000 Telco Central Park Mall branch.

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