

## ABSTRACT

**HERTANTO TANATA.** Customer Satisfaction and Brand Loyalty Analysis for goods and services of PT. MIF Jakarta (Under the supervision of Drs. Husein Umar, MBA).

This research was attempt to study goods and services quality, brand loyalty and correlation between goods quality and services quality of PT. MIF Jakarta.

Quality of product which can be good or services need determined by services dimension like performance, features, reliability, conformance, durability, serviceability, aesthetics, fit and finish and for good dimension like reliability, responsiveness, assurance, empathy and tangible. In its correlation with brand loyalty of the product that have some level brand loyalty as follow switcher, habitual buyer, satisfied buyer, likes the brand and committed buyer.

Kind of data for this research which collected was primary and secondary data that trait qualitative and quantitative. The population in this research consisted of 270 respondent with error level 5% then the result from this counting was 161,19 respondent rounded to 162 respondent. This research using Slovin Method to count consumer sampling 162 respondent. Coverage are is only on Jakarta. Analysis method were used descriptive statistic, double linear regression and Rank Spearman in this research.

The result of this research were :(1) PT. MIF services quality show good enough category with average score 3,11, (2) PT. MIF goods quality show good enough category with average score 3,22, (3) level of customer brand loyalty PT. MIF was 31,47% on satisfied buyer position, (4) with ANOVA and F-Test got 1,244 with significant level is 0,29 and have regression equation  $Y = 1,95 + 0,224 X_1 + 0,511 X_2$  and (5) there is a significant correlation between service quality and goods quality as much as 0,791.

The result of this research can be used for management input PT. MIF as information technology provider in order to improve services and goods quality and also brand loyalty to customer.