

ABSTRAK

Tesis ini membahas mengenai dampak kualitas produk yang dirasakan oleh konsumen vitalis *body scent* PT. Unza Vitalis cabang Jakarta sebagai pengalaman dari dimensi kinerja atau prestasi, kesesuaian, daya tahan, persepsi kualitas, dan estetika terhadap loyalitas pelanggan dimana kepuasan konsumen sebagai variabel mediasi. Penelitian ini merupakan penelitian kuantitatif yang menggunakan 140 sampel dengan menggunakan metode SEM (*structural equation modeling*). Hasil dari penelitian ini menyatakan bahwa loyalitas pelanggan dapat ditingkatkan dengan menerapkan kualitas produk dalam strategi pemasaran. Hasil penelitian juga menunjukkan bahwa kualitas produk dapat meningkatkan kepuasan konsumen, dan konsumen yang puas akan meningkatkan loyalitas pelanggan dan variabel kepuasan konsumen memiliki pengaruh tidak langsung dalam memediasi kualitas produk terhadap loyalitas pelanggan.

Kata kunci:

Kualitas Produk, Kepuasan, Loyalitas Pelanggan

ABSTRACT

This thesis discussed about the impact of product quality that is perceived by the customer of Vitalis Body Scent of PT. Unza Vitalis, Jakarta branch as the experience from dimensions of performance or achievement; appropriateness; durability; perceived quality; and aesthetic, on customer loyalty. In here customer satisfaction was made as mediation variable. This research was quantitative research that used 140 samples and SEM (structural equation modeling) method. The finding of this research showed that customer loyalty could be increased by applying product quality in marketing strategy. The finding of this research also showed that product quality could increase customer satisfaction, and satisfied customer could increase customer loyalty, while the variable of customer satisfaction had indirect effect in mediating product quality toward customer loyalty. In this there were 3 hypotheses.

Keywords:

Product Quality, *Satisfaction*, *Customer Loyalty*