

## ABSTRAK

Penelitian ini mengukur pengaruh kualitas pelayanan dan kualitas produk terhadap loyalitas pelanggan dimediasi oleh kualitas relasional. Objek dari penelitian ini adalah nasabah PT Panin Asset. Tujuan penelitian ini adalah mengetahui pengaruh Kualitas Layanan terhadap Kualitas Relasional, pengaruh Kualitas Produk terhadap Kualitas, pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan, pengaruh Kualitas Produk terhadap Loyalitas Pelanggan, dan pengaruh Kualitas Relasional terhadap Loyalitas Pelanggan pada PT Panin Asset Management. Metode analisis data dalam penelitian menggunakan metode *Structural Equation Model* (SEM). Hasil penelitian menunjukkan bahwa tidak terdapat pengaruh kualitas pelayanan nasabah terhadap kualitas relasional, kualitas produk tidak berpengaruh terhadap kualitas relasional, kualitas layanan tidak berpengaruh langsung terhadap loyalitas nasabah. Kualitas Produk tidak berpengaruh terhadap loyalitas nasabah. Kualitas relasional berpengaruh terhadap loyalitas nasabah, hal ini sesuai dengan kondisi sebenarnya bahwa nasabah tertarik terhadap investasi pada sekuritas karena kualitas hubungan *relationship manager* sangat erat terhadap nasabah, sehingga menjadi penentu nasabah untuk berinvestasi pada sekuritas.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Kualitas Relasional, Loyalitas, *Relationship Manager*.

## **ABSTRACT**

*This study investigates the effect of service quality and product quality on customer loyalty mediated by relationship quality. The object of this study are customers of PT Panin Asset Management. The purpose of this study was to determine the effect of the service quality on relationship quality, Product Quality on Relationship Quality, Service Quality on Customer Loyalty, Product Quality on Customer Loyalty, and the effect of Relational Quality on Customer Loyalty at PT Panin Asset Management. Methods of data analysis used Structural Equation Model (SEM). The results showed that there was no effect of the service quality on relationship quality, product quality had no effect on relationship quality, service quality had no direct effect on customer loyalty. Product quality had no effect on customer loyalty. Relationship quality had effect on customer loyalty, this is in accordance with the actual conditions that customers interested investments in securities due to the relationship quality is very close relationship manager for customers, so that it becomes a determinant customers to invest in securities.*

*Keywords: Service Quality, Products Quality, Relationship Quality, Loyalty, Relationship Manager.*