

## ABSTRAK

NANANG AL FATAH, Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan (Studi Kasus Pada Pengguna Kartu GSM Prabayar AXIS Di Cipondoh ,Tangerang, Banten). (dibimbing oleh ibu Rojuaniah)

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk (X1) Dan Kualitas Pelayanan (X2) Terhadap Loyalitas Pelanggan (Y) melalui kepuasan pelanggan (Z). Metode penelitian yang digunakan pada pengambilan sampel sebanyak 115 responden. Responden penelitian ini adalah masyarakat yang pernah atau sedang menggunakan kartu GSM prabayar AXIS yang ditemui di wilayah cipondoh, kota tangerang. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur, dan uji Determinasi.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh terhadap kepuasan pelanggan, kualitas produk berpengaruh terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh terhadap loyalitas pelanggan, dan kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan. Selanjutnya kualitas produk berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan, kualitas pelayanan berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan.

**Kata kunci: kualitas produk, kualitas pelayanan, kepuasan pelanggan, loyalitas pelanggan**

## **ABSTRACT**

NANANG AL FATAH, *The Influence Of Product Quality And Service Quality To Customer Loyalty through Customer Satisfaction (Case Study On AXIS Prepaid GSM Card User In Cipondoh, Tangerang, Banten)*. (Supervised by Mrs Rojuaniah)

*This study aims to determine the effect of Product Quality (X1) and Service Quality (X2) on Customer Loyalty (Y) through Customer Satisfaction. The research method used in the sampling of 115 respondents. The respondents of this research are people who have or are currently using AXIS prepaid GSM card encountered in the area of cipondoh, tangerang city. Data analysis technique used in this research is Test Validity, Test Reliability, Path Analysis, and Determination Test.*

*The result of this research shows that product quality had an effect towards customer satisfaction, service quality had an effect towards customer satisfaction, product quality and an effect towards customer loyalty, service quality had an effect towards customer loyalty, and customer satisfaction had an effect toward customer loyalty. Furthermore the quality of the product affects towards customer loyalty through customer satisfaction, service quality affects towards customer loyalty through customer satisfaction.*

**Keywords:** *product quality, service quality, customer satisfaction, customer loyalty*