

## ABSTRAK

DUWI LISNIYAWATI A, Kualitas produk dan kualitas pelayanan terhadap loyalitas melalui kepuasan konsumen Naavagreen Natural Skincare. (Dibimbing oleh Eka Bertuah).

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan kualitas pelayanan terhadap loyalitas melalui kepuasan konsumen Naavagreen Natural Skin Care. Populasi dalam penelitian ini berjumlah 15.000 orang dengan menggunakan cara yang diambil adalah metode Slovin sehingga jumlah sampel sebanyak 100 responden.

Hasil penelitian berdasarkan analisis Path menunjukkan bahwa variabel kualitas produk berpengaruh signifikan terhadap kepuasan konsumen, variabel kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen, kualitas produk berpengaruh signifikan terhadap loyalitas konsumen, kualitas pelayanan berpengaruh signifikan terhadap loyalitas konsumen, selanjutnya kualitas produk berpengaruh secara langsung terhadap loyalitas melalui kepuasan konsumen, dan kualitas pelayanan berpengaruh secara langsung terhadap loyalitas melalui kepuasan konsumen.

**Kata kunci: Kualitas Produk, Kualitas Pelayanan, Loyalitas , Kepuasan Konsumen.**

## ABSTRACT

DUWI LISNIYAWATI A, *product quality and service quality to loyalty through consumer satisfaction Naavagreen Natural Skincare. (Guided by Eka Bertuah).*

*This study aims to determine the effect of product quality and service quality on loyalty through customer satisfaction Naavagreen Natural Skin Care. The population in this study amounted to 15,000 people using the method taken is Slovin method so that the number of samples as much as 100 respondents.*

*The result of the research based on Path analysis shows that the variable of product quality has a significant effect to customer satisfaction, service quality variable has significant effect to customer satisfaction, product quality has significant influence to consumer loyalty, service quality has significant influence to consumer loyalty, then the quality of the product directly affects loyalty through customer satisfaction, and service quality directly affects loyalty through customer satisfaction.*

*Keywords: Product Quality, Service Quality, Loyalty, Consumer Satisfaction*