

ABSTRACT

Mega Lestari. The Effect of Product Quality and Promotion on Customer Loyalty through Customer Satisfaction as Intervening Variable Case Study on XL Prepaid Card Customers In Cengkareng Region, West Jakarta. (Guided by R.A Nurlinda).

This study aims to determine the effect of product quality and promotion of customer loyalty through customer satisfaction XL Prepaid Card. The research method used in the sampling is Purposive Sampling with a total sample of 160 respondents. The respondents of this research are consumers who use and purchase the pulse and XL Prepaid Internet package in Cengkareng, West Jakarta. This research method using Path Analysis. The results of this study indicate that product quality has a positive and significant effect on customer satisfaction, promotion has positive and significant effect to customer satisfaction, product quality has positive and significant effect to customer loyalty, promotion has positive and significant influence to customer loyalty. Customer satisfaction has a positive and significant impact on customer loyalty. Furthermore, product quality has positive and significant effect to customer loyalty through customer satisfaction and promotion have positive and significant effect to customer loyalty through customer satisfaction.

Keywords: Product Quality, Promotion, Customer Satisfaction, Customer Loyalty