

## **ABSTRACT**

***The Influence of Product Quality, Advertising Through Consumer Satisfaction Of Loyalty (Case Study In Tomkins Shoe Consumer In Supermall Lippo Karawaci Tangerang)(supervised by : Ari Anggarani)***

*This study aims to determine the effect of Product Quality, Advertising Through Consumer Satisfaction on consumer loyalty, to know customer loyalty to corporate reputation, and to know the effect of Product Quality, Advertising Through Consumer Satisfaction to customer loyalty mediated by company reputation.*

*The method of analysis used in this research is path analysis. Respondents who researched as many as 150 respondents who are all consumers who come, buy and use Tomkins shoe products.*

*The results of this study indicate that there is an effect of Product Quality, Advertising on company reputation, there is no influence of the company's reputation on Consumer Satisfaction through consumer loyalty, and there is no effect on customer loyalty mediated by company reputation. But direct influence is greater than indirect influence. So it can be said that Product Quality, Advertising greatly affect Consumer Satisfaction on consumer loyalty in this research.*

*This is because PT.Primarindo Asia Infrastructure, Tbk has been known and known to the public as a good and comfortable Shoes products used by the community.*

*Keywords: Product Quality, Advertisement, Consumer Satisfaction and Consumer Loyalty*