

ABSTRAK

Judul : “Pengaruh Kualitas Pelayanan dan Keragaman Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Pada Gadget Store Serpong.”

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Program Studi : Manajemen

Pembimbing : Jatmiko

Tujuan utama dari penelitian ini adalah untuk mengetahui “Pengaruh Kualitas Pelayanan dan Keragaman Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Pada Gadget Store.” Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling* dengan metode *non probability sampling*. Jumlah responden yang diambil sebanyak 180 responden dengan kriteria berusia 24 tahun atau lebih, berada di wilayah Serpong dan sudah pernah belanja di gadget store minimal 2-3 kali. Metode analisis yang digunakan yaitu analisis jalur yang meliputi uji validitas, reliabilitas, uji t dan koefisien determinasi (R^2) dengan menggunakan program SPSS. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan keragaman produk berpengaruh terhadap loyalitas pelanggan Gadget Store di Serpong, kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan gadget store Serpong. Kepuasan pelanggan berpengaruh sebagai variabel intervening antara variabel kualitas pelayanan terhadap loyalitas pelanggan dan Kepuasan pelanggan tidak berpengaruh sebagai variabel intervening antara variabel keragaman produk terhadap loyalitas pelanggan sebagai variabel intervening.

Kata Kunci : **Loyalitas Pelanggan, Kepuasan Pelanggan, Kualitas Pelayanan, Keragaman Produk**

ABSTRACT

Title : "The Effect of Service Quality and Product Diversity on Customer Loyalty through Customer Satisfaction as an Intervening Variable in the Gadget Store Serpong."

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The main objective of this research is to find out "The Effect of Service Quality and Product Diversity on Customer Loyalty Through Customer Satisfaction as Intervening Variables in the Gadget Store." The sampling technique used in this study was purposive sampling with non-probability sampling methods. The number of respondents who were taken as many as 180 respondents with criteria aged 24 years or older, were in the Serpong area and had never shopped at a gadget store at least 2-3 time. The analytical method used is path analysis which includes validity, reliability, t-test and coefficient of determination (R^2) using the SPSS program. The results showed that the quality of service and diversity of products affect the loyalty of customers of the Gadget Store in Serpong, the quality of service has a positive effect on customer satisfaction of the Serpong gadget store. Customer satisfaction has an effect as an intervening variable between service quality variables on customer loyalty and customer satisfaction has no effect as an intervening variable between product diversity variables on customer loyalty as an intervening variable.

***Keywords:* Customer Loyalty , Customer Satisfaction, Service Quality, Product Diversity**