

ABSTRACT

CAECILLIA ADITYA WIJAYA, Analysis of The Effect of Product Quality, Service Quality, Time and Price, of Their Relationship Quality product bags PT Garmino Co. (Supervisor by Tantri Yanuar Rahmat Syah).

This study was made to determine the effect of product quality , service quality , time, and price, of the bag relationship quality products at PT Garmino Co. The research was conducted in PT Garmino Co , North Jakarta, with a total sample of thirty respondents. The respondents of this study is that company never buy and use the product bag PT Garmino Co. This research method of analysis of multiple linear.

The result of the research showed that the quality of service and price are variables that influence the relationship quality . While the variable product quality, time, and interaction not significant effect on relationship quality.

Key Word : Product Quality, Service Quality, Time, Price, Interaction, and Relationship Quality.