

ABSTRAK

Taufik ardiansyah, No.BP 16101155310403, Manajemen, “Pengaruh kualitas produk, Kualitas pelayanan terhadap Loyalitas pelanggan dengan nilai pelanggan menjadi variabel Intervening pada d’BestO Bukittinggi cabang Jambu air”, dibawah bimbingan Bapak Dr. Fitrizal, SE, MM dan Ronni Andri Wijaya SE, MM.

Sampel dalam penelitian ini adalah sebanyak 75 orang Karyawan pada d’BestO Bukittinggi cabang Jambu air. Metode analisis data menggunakan analisis regresi berganda dan path analysis dengan aplikasi SPSS 21.00.

Berdasarkan hasil penelitian, maka didapatkan temuan sebagai berikut : Kualitas Produk memberikan pengaruh langsung lebih besar dibandingkan pengaruh tidak langsung terhadap Loyalitas Pelanggan melalui Nilai Pelanggan sebagai variabel intervening. Dan Kualitas Pelayanan memberikan pengaruh langsung lebih kecil dibandingkan tidak langsung terhadap Loyalitas Pelanggan melalui Nilai Pelanggan sebagai variabel intervening.

Kontribusi variabel Kualitas Produk dan Kualitas Pelayanan terhadap Loyalitas Pelanggan dengan Nilai Pelanggan sebagai variabel intervening berpengaruh sebesar 71,4% sedangkan sisanya dipengaruhi oleh faktor lain diluar penelitian ini.

Hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh terhadap Nilai Pelanggan . Kualitas Pelayanan berpengaruh terhadap Nilai Pelanggan. Kualitas Produk berpengaruh terhadap Loyalitas Pelanggan. Kualitas Pelayanan tidak berpengaruh terhadap Loyalitas Pelanggan. Dan Nilai Pelanggan berpengaruh terhadap Loyalitas Pelanggan.

Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Nilai Pelanggan dan Loyalitas Pelanggan

ABSTRACT

Taufik Ardiansyah, No.BP 16101155310403, Management, "The effect of product quality, service quality on customer loyalty with customer value being the Intervening variable at d'BestO Bukittinggi Jambu air branch", under the guidance of Mr. Dr. Fitrizal, SE, MM and Ronni Andri Wijaya SE, MM.

The sample in this study were as many as 75 employees at D'BestO Bukittinggi Jambu air branch. The data analysis method used multiple regression analysis and path analysis with the SPSS 21.00 application.

Based on the research results, the following findings were found: Product Quality has a greater direct effect than indirect influence on Customer Loyalty through Customer Value as an intervening variable. And Service Quality has a smaller direct than indirect effect on Customer Loyalty through Customer Value as an intervening variable.

The variable contribution of Product Quality and Service Quality to Customer Loyalty with Customer Value as an intervening variable has an effect of 71.4% while the rest is influenced by other factors outside of this study.

The results showed that product quality had an effect on customer value. Service Quality has an effect on Customer Value. Product quality affects customer loyalty. Service Quality has no effect on Customer Loyalty. And Customer Value has an effect on Customer Loyalty.

Keywords: Product Quality, Service Quality, Customer Value and Customer Loyalty