

ABSTRAK

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Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi

(80 halaman + xiii halaman + 20 tabel + 3 gambar + 14 lampiran)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan kualitas produk terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel mediasi. Fokus penelitian ini adalah variabel kualitas pelayanan dan kualitas produk terhadap loyalitas pelanggan melalui kepuasan pelanggan. Guna untuk mengetahui sejauh mana pengaruh variabel kualitas pelayanan dan kualitas produk mempengaruhi faktor loyalitas kerja melalui kepuasan pelanggan. Populasi dalam penelitian ini adalah konsumen Mie Gacoan DKI Jakarta. Teknik pengambilan sampel yang digunakan yaitu dengan metode lemeshow sehingga memperoleh sampel sebanyak 100 responden. Data dikumpulkan menggunakan kuesioner. Metode analisis data yang digunakan yaitu *Partial Least Square* dengan bantuan aplikasi SmartPLS 3.0. hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (2) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (3) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (4) kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (5) kepuasan pelanggan tidak berpengaruh terhadap loyalitas pelanggan. (6) kepuasan pelanggan tidak berhasil mediasi antara kualitas pelayanan terhadap loyalitas pelanggan. (7) kepuasan pelanggan tidak berhasil mediasi antara kualitas produk terhadap loyalitas pelanggan. (8) Dalam sudut pandang islam hasil yang didapatkan dari kualitas pelayanan dan kualitas produk terhadap loyalitas pelanggan melalui kepausan pelanggan sudah sesuai dengan prinsip Islam.

Kata Kunci : Kualitas pelayanan, kualitas produk, kepuasan pelanggan, loyalitas pelanggan, SmartPLS 3.0.

ABSTRACT

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The Influence of Service Quality and Product Quality on Customer Loyalty Through Customer Satisfaction as a Mediating Variable

(80 pages + xiii pages + 20 tables + 3 figures + 14 appendices)

Abstract Description

This study aims to determine the influence of service quality and product quality on customer loyalty through customer satisfaction as a mediating variable. The focus of this research is the variables of service quality and product quality on customer loyalty through customer satisfaction. This study seeks to determine the extent to which service quality and product quality influence customer loyalty through customer satisfaction. The population in this study consists of consumers of Mie Gacoan in DKI Jakarta. The sampling technique used was the Lemeshow method, resulting in a sample of 100 respondents. Data were collected using a questionnaire. The data analysis method used was Partial Least Squares with the assistance of the SmartPLS 3.0 application. The results of the study show that: (1) service quality has a positive and significant effect on customer satisfaction, (2) product quality has a positive and significant effect on customer satisfaction, (3) service quality has a positive and significant effect on customer loyalty, (4) product quality has a positive and significant effect on customer loyalty, (5) customer satisfaction has no effect on customer loyalty, (6) customer satisfaction does not successfully mediate the relationship between service quality and customer loyalty, (7) customer satisfaction does not successfully mediate the relationship between product quality and customer loyalty, (8) From an Islamic perspective, the results obtained regarding service quality and product quality on customer loyalty through customer satisfaction are in accordance with Islamic principles.

Keywords: *service quality, product quality, customer satisfaction, customer loyalty, SmartPLS 3.0.*