EFFECT OF QUALITY PRODUCTS AND SERVICE QUALITY OF CUSTOMER LOYALTY TELKOMSEL GRAPARI SUN PLAZA WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

ABSTRACT

Telkosmel is a communications company that maintains the quality of its products through a variety of innovations. Customer loyalty can prove the level of customer satisfaction with the products offered by the company. This study focuses on customer Grapari Telkomsel Sun Plaza Medan. The purpose of this study was to determine and analyze the effect of product quality and service quality to loyalty through customer satisfaction Grapari Telkomsel Sun Plaza Medan. This research is a quantitative and descriptive nature of this research is the explanation. The population in this study as many as 58,320 customers and the sample was 100 respondents who visited Grapari customers Telkomsel Sun Plaza. Sampling technique used in this research is using purposive sampling technique is done by simple accidental sampling. Analysis of data using path analysis. Submodel I research results show simultaneously and partially the quality of product and service quality and significant positive effect on customer satisfaction. Submodel II study results show simultaneously and partially the product quality, service quality, customer satisfaction and significant positive effect on loyalty. Research results also showed that the quality of product and service quality has positive influence on loyalty through customer satisfaction.

Keywords: Product Quality, Service Quality, Satisfaction, Loyalty.