

ABSTRACT

This research was conducted or aimed to see whether quality of product and quality of service in together has any impact or influences on customer satisfaction on product "BlackBox" on Pertama Sport ITC Tanah Abang Jakarta Pusat

Population research were a company who has used a product of "Black Box " by the method of survey through 100 respondents and this research also used the nature of explanation and Explanatory Research is presented, explaining the nature and circumstances that are happening at the time of the study progresses and search for causes of events. The results of the data processed with SPSS 18.

The results or the effect quality of product and quality of service both partial and together have an influence on customer loyalty.

In order to improve customer satisfaction, companies are advised to enhance product features, increased responsiveness, and implementing employee complaints and suggestions system or customer satisfaction surveys to obtain customer loyalty.

Key words: Quality of Product, Quality of Service and Customer Loyalty

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan kualitas pelayanan berpengaruh secara bersama sama terhadap loyalitas pelanggan pada pelanggan di Toko Pertama Sport ITC Tanah Abang di Jakarta.

Populasi penelitian adalah seluruh perusahaan menggunakan produk “BlackBox” dengan metode survey terhadap 100 responden dan sifat penelitian *Explanatory Research* yaitu penjelasan dan memaparkan, menjelaskan sifat dan keadaan yang sedang terjadi pada saat penelitian berlangsung dan mencari sebab sebab kejadian. Hasil data diolah dengan SPSS 18.

Hasil penelitian terdapat pengaruh kualitas produk dan kualitas pelayanan baik secara partial dan secara bersama-sama memiliki pengaruh terhadap kepuasan pelanggan

Untuk dapat meningkatkan kepuasan pelanggan, perusahaan disarankan dapat meningkatkan feature produk, meningkatkan responsiveness karyawan dan menerapkan sistem keluhan dan saran atau survey kepuasan pelanggan untuk mendapatkan loyalitas pelanggan

Kata kunci : Kualitas Produk, Kualitas Pelayanan dan Loyalitas Pelanggan