

ABSTRACT

INFLUENCE OF PRODUCT AND SERVICE QUALITY ON CUSTOMER LOYALTY IN PT. KARINA TEKNIK INDONESIA

This thesis discusses how the impact of product quality and service to customer trust and satisfaction, which in turn will affect customer loyalty. Data obtained through the survey by distributing questionnaires to 50 customers of PT. Karina Teknik Indonesia. Sampling technique used was purposive sampling, where as the analysis tool used is multiple regression.

Hypothesis test results indicate there is a significant influence of the quality products and service to the company's customer trust and customer satisfaction, which in turn affect customer loyalty. For further research is recommended to conduct research on the organization in addition to metal working industry and machining services, with the scope of the expanded research.

Keywords: product quality, service, customer trust, customer satisfaction and customer loyalty.