ABSTRACT

Final report entitles service and product quality influence analysis to retention of customer at Perkasa Collection Jakarta. According to service and product quality influence writer very big to customer retention. Pursuant to result survey of customer service and product quality given by a company very big influence customer retention. Writer use method statistic analyzes doubled coefficient regression and factor to test hypothesis.

Result of analysis test statistic of data of quality of product and service to retention of customer expressing of strong influence. influence of Quality of product and service together of equal to retention of customer test ANOVA or F test, got F count is 86.204 with storey; level of significant 0.000 because of probabilities of smaller than 0.05, hence model regression can be wearied for determining of customer retention.

Thereby Is Ha accepted expressing there is influence which significant of between variable of quality of product and service of with is of equal to customer retention.

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