

ABSTRACT

Along side with indonesian need of electric power backup (in this case generating set) that grows higher, PT. Hartekprima Listrindo effort to increase service and create some product which have a good quality for try to maintain them domination as one the greatest company whom manufacture generating set in national area.

In market we can dearily the competition from each company. The goal from this research was to know how this research could to know the service and customer satisfaction can influence the customer loyalty of PT.Hartekprima Listrindo.

The research result showed that service and customer satisfaction was determined each other to make a customer loyalty (result by SPSS programme which P-value $0.000 < 0.05$)

The research use quizioner method and The data collection technique was using random sampling. 100 responden already got from total sampling.