

## **ABSTRACT**

*This study aims to examine and analyze the effect of service quality, product quality and trust as well as their impact on customer satisfaction and customer loyalty. This research was conducted at PT Krakatau Posco. The data used in this study are primary data and secondary data. Primary data were obtained from various sources such as books, journals and other data published. Primary data were obtained through a survey distributed to customers in this study is the distributor segment and obtained a sample of 124 respondents. The method used in this research is the analysis of two paths. On the first track the influence of the service quality, product quality, trust and customer satisfaction. On the second track the influence of the service quality, product quality, and trust on customer loyalty through customer satisfaction. The results showed that the service quality, product quality and trust significantly affect customer satisfaction. But the product quality individually does not affect customer satisfaction significantly. The results also showed that individually, product quality, trust and customer satisfaction have a significant effect on customer loyalty but service quality does not have a significant effect on customer loyalty. Service quality, product quality, trust and customer satisfaction have a significant positive effect on customer loyalty. Based on the research results, to improve customer satisfaction and customer loyalty companies need to improve the service quality, product quality, and trustworthiness. In the future research, researcher suggest to put other variables such as price, company's image, relational benefits, etc.*

*Keywords: quality of service, product quality, trust, customer satisfaction, customer loyalty*



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## ABSTRAK

Penelitian ini bertujuan untuk melihat pengaruh kualitas layanan, kualitas produk, dan kepercayaan terhadap pelanggan serta dampaknya kepada loyalitas pelanggan. Penelitian ini dilakukan di PT Krakatau Posco. Data primer diperoleh melalui kuesioner yang disebarakan kepada pelanggan yang dalam penelitian ini adalah segmen distributor dan diperoleh sampel sebanyak 124 responden. Metode penelitian yang digunakan dalam penelitian ini adalah analisis dua jalur. Pada jalur pertama melihat pengaruh kualitas layanan, kualitas produk, dan kepercayaan terhadap kepuasan pelanggan. Pada jalur kedua melihat pengaruh kualitas layanan, kualitas produk, dan kepercayaan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Hasil penelitian menunjukkan bahwa kualitas layanan dan kepercayaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sedangkan kualitas produk tidak berpengaruh secara signifikan terhadap kepuasan pelanggan. Hasil penelitian ini juga menunjukkan bahwa secara individual, kualitas produk, kepercayaan, dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan sedangkan kualitas layanan tidak berpengaruh signifikan terhadap loyalitas pelanggan. Namun secara bersama-sama, kualitas layanan, kualitas produk, kepercayaan, dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Berdasarkan hasil penelitian maka, untuk meningkatkan kepuasan pelanggan dan loyalitas pelanggan maka perlu dilakukan peningkatan kualitas layanan, kualitas produk, dan kepercayaan. Untuk penelitian mendatang disarankan untuk mengikutsertakan variabel lain seperti variabel harga, citra perusahaan, relational benefits, dan lain sebagainya

Kata kunci: kualitas layanan, kualitas produk, kepercayaan, kepuasan pelanggan, loyalitas pelanggan

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