

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh langsung dan pengaruh tidak langsung Kualitas Produk, Kualitas Pelayanan dan Penerapan *Key Performa Indikator* terhadap Loyalitas Pelanggan, melalui kepuasan pelanggan di Aqiqah Nurul Hayat. Penelitian ini menggunakan jenis penelitian. Populasi yang digunakan adalah sebanyak 353 pelanggan Aqiqah Nurul Hayat, dengan menggunakan rumus slovin diperoleh sebanyak 187 responden, menggunakan analisis data path analysis dengan bantuan software SPSS. Hasil penelitian menunjukkan bahwa Kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan aqiqah di Nurul Hayat dengan nilai pengaruh sebesar 29.1%. Kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan aqiqah di Nurul Hayat dengan nilai pengaruh sebesar 37.6%. Penerapan *Key Performa Indikator* berpengaruh signifikan terhadap kepuasan pelanggan aqiqah di Nurul Hayat dengan nilai pengaruh sebesar 24.3%. Kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan aqiqah di Nurul Hayat dengan nilai pengaruh sebesar 54.0%. Kualitas layanan berpengaruh signifikan terhadap loyalitas pelanggan aqiqah di Nurul Hayat dengan nilai pengaruh sebesar 12.3%. Penerapan *key performa indikator* berpengaruh signifikan terhadap loyalitas pelanggan aqiqah di Nurul Hayat dengan nilai pengaruh sebesar 18.7%. Kepuasan Pelanggan berpengaruh signifikan terhadap loyalitas pelanggan aqiqah di Nurul Hayat dengan nilai pengaruh sebesar 39.1%. Kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan melalui variabel intervening kepuasan pelanggan di aqiqah di Nurul Hayat, dengan nilai pengaruh secara langsung lebih besar dari pada pengaruh secara tidak langsung melalui variabel intervening kepuasan pelanggan. Kualitas layanan berpengaruh signifikan terhadap loyalitas pelanggan melalui variabel intervening kepuasan pelanggan di aqiqah di Nurul Hayat, dengan nilai pengaruh secara tidak langsung melalui variabel intervening kepuasan pelanggan lebih besar dari pada pengaruh secara langsung. Penerapan *Key Performa Indikator* berpengaruh signifikan terhadap loyalitas pelanggan melalui variabel intervening kepuasan pelanggan di aqiqah di Nurul Hayat, dengan nilai pengaruh secara langsung lebih besar dari pada pengaruh secara tidak langsung melalui variabel intervening kepuasan pelanggan.

***Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Penerapan Key Performa Indikator, Kepuasan Pelanggan dan Loyalitas Pelanggan***

## **ABSTRACT**

*This study aims to determine the direct effect and indirect influence of Product Quality, Service Quality and Implementation of Key Performance Indicators on Customer Loyalty, through customer satisfaction at Aqiqah Nurul Hayat. This study uses a type of research. The population used was as many as 353 Aqiqah Nurul Hayat customers, using the Slovin formula obtained by 187 respondents, using data path analysis as data analysis with the help of SPSS software. The results showed that product quality had a significant effect on aqiqah customer satisfaction at Nurul Hayat with an effect value of 29.1%. Service quality has a significant effect on aqiqah customer satisfaction in Nurul Hayat with an influence value of 37.6%. The application of the Key Performance Indicator has a significant effect on aqiqah customer satisfaction at Nurul Hayat with an effect value of 24.3%. Product quality has a significant effect on aqiqah customer loyalty in Nurul Hayat with an influence value of 54.0%. Service quality has a significant effect on the loyalty of aqiqah customers in Nurul Hayat with an influence value of 12.3%. The application of key performance indicators has a significant effect on customer loyalty of aqiqah in Nurul Hayat with an influence value of 18.7%. Customer Satisfaction has a significant effect on the loyalty of aqiqah customers in Nurul Hayat with an influence value of 39.1%. Product quality has a significant effect on customer loyalty through intervening customer satisfaction variables at aqiqah in Nurul Hayat, with the value of the influence directly greater than the influence indirectly through variable intervening customer satisfaction. Service quality has a significant effect on customer loyalty through intervening customer satisfaction variables at aqiqah in Nurul Hayat, with the value of the influence indirectly through intervening variables customer satisfaction is greater than the direct effect. The application of Key Performance Indicators has a significant effect on customer loyalty through the intervening variable of customer satisfaction at aqiqah in Nurul Hayat, with the value of the influence directly greater than the influence indirectly through variable intervening customer satisfaction.*

**Keywords: Product Quality, Service Quality, Application of Indicator Key Performance, Customer Satisfaction and Customer Loyalty**