ABSTRACT

This research was conducted to determine the effect of product quality and service quality in meeting customer satisfaction and its impact on customer loyalty of Sophie Paris products in Shopee's online store. The purpose of this study was to determine the direct effect of product quality variables and service quality variables on customer loyalty variables, the indirect effect between product quality variables and service quality on customer loyalty variables through customer satisfaction variables as intervening variables. This research was conducted using a quantitative approach that is research that focuses on testing hypotheses with statistical analysis tools and generating conclusions.

The population of this study is unknown, who is a customer of Sophie Paris products in Shopee's online shop with a sample of 80 people using. The method of collecting documentation and questionnaire data, the method of analysis is Classical Assumption Test, Hypothesis Test and Path Analysis using SPSS 21.0 for Windows.

Based on the results of the path analysis it is known that the effect of product quality variables and service quality variables on customer loyalty variables, namely, product quality variables have a direct influence of 0.47, and service quality variables intervening variables have a major effect of 0.49 on the loyalty variable customers, then if the quality of the product through customer satisfaction affects customer loyalty, it is known to influence 0.122. While the quality of service if through customer satisfaction to affect customer loyalty, the effect is known to be 0.821. Based on this it can be seen that, the influence of product quality and service quality on customer loyalty will be greater without going through customer satisfaction. Based on the results of the coefficient of determination (R Square) of 0.77 on the most variable variable customer satisfaction, means the influence of product quality and service quality on customer satisfaction by 77%. The determinant coefficient of 0.643 for the dependent variable is customer loyalty, meaning that the percentage of influence of product quality, service quality and customer satisfaction on customer loyalty is 64.3%. Based on the results of multiple regression also shows the results that product quality, service quality and customer satisfaction has a positive influence on customer loyalty.

Keywords : Product Quality, Service Quality, Customer Satisfaction and Customer Loyalty.

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kualitas produk dan kualitas layanan dalam memenuhi kepuasan pelanggan serta dampaknya terhadap loyaitas pelanggan produk Sophie Paris di toko *online* Shopee. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh secara langsung variabel kualitas produk dan variabel kualitas layanan terhadap variabel loyalitas pelanggan, pengaruh secara tidak langsung antara variabel kualitas produk dan kualitas layanan terhadap variabel loyalitas pelanggan melalui variabel kepuasan pelanggan sebagai variabel intervening. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif yaitu penelitian yang menitikberatkan pada pengujian hipotesis dengan alat analisis metode statistik dan menghasilkan kesimpulan.

Populasi penelitian ini tidak diketahuijumlahnya yang merupakan pelanggan produk Sophie Paris di toko *online* Shopee dengan sampel sejumlah 80 orang menggunakan. Metode pengumpulan data dokumentasi dan kuesioner, metode analisis yaitu Uji Asumsi Klasik,, Uji Hipotesis dan Analisis Jalur *(path analysis)* menggunakan *SPSS* 21.0 for Windows.

Berdasarkan hasil analisis jalur *(path analysis)* diketahui bahwa pengaruh variabel kuailtas produk dan variabel kualitas layanan terhadap variabel loyalitas pelanggan yaitu, variabel kualitas produk mempunyai pengaruh langsung sebesar 0,47, dan variabel kualitas layanan variabel intervening mempunyai pengaruh besar 0,49 terhadap variabel loyalitas pelanggan, kemudian jika kualitas produk melalui kepuasan pelanggan untuk mempengaruhi loyalitas pelanggan, diketahuipengaruhnya sebesar 0,122. Sedangkan kualitas layanan jika melalui kepuasan pelanggan untuk mempengaruhi loyalitas pelanggan, diketahui pengaruhnya sebesar 0,821. Berdasarkan hal ini dapat terlihat bahwa, pengaruh kualitas produk dan kualitas layanan terhadap loyalitas pelanggan akan lebih besar tanpa melalui kepuasan pelanggan. Berdasarkan hasil koefisien determinasi (R Square) sebesar 0,77 pada variabel teriat kepuasan pelanggan, berarti prsesntase pengaruh kualitas produk dan kualitas layanan terhadap kepuasan pelanggan sebesar 77%. Koefisien determinan sebesar 0,643 untuk variabel terikat loyalitas pelanggan, berarti presentase pengaruh kualitas produk, kualitas layanan dan kepuasan pelanggan terhadap loyalitas pelanggan sebesar 64,3%. Berdasarkan hasil dari regresi berganda juga menunjukkan hasil bahwa kualitas produk, kualitas layanan dan kepuasan pelanggan memiliki pengaruh positif terhadap loyalitas pelanggan.

Kata kunci : Kualitas Produk, Kualitas Layanan, Kepuasan Pelanggan dan Loyalitas Pelanggan.