

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kualitas produk terhadap keputusan pembelian produk *floorpad* merek 3M dan dampaknya pada loyalitas di PT Kawanindo Sentosa Abadi Surabaya. Populasi dalam penelitian ini tak terhingga karena pelanggan yang membeli produk *floorpad* 3M di PT Kawanindo Sentosa Abadi Surabaya tidak bisa dihitung jumlahnya dengan pasti. Penelitian menggunakan teknik sampling rumus Heir dengan responden sebanyak 60 orang atau responden.

Berdasarkan hasil analisis jalur diketahui bahwa pengaruh variabel kualitas produk terhadap keputusan pembelian sebesar 0,139. Kualitas produk terhadap loyalitas sebesar 0,07. Keputusan pembelian terhadap loyalitas sebesar 0,941. Sedangkan kualitas produk jika melalui keputusan pembelian untuk mempengaruhi loyalitas, diketahui pengaruhnya sebesar 1,32. Berdasarkan hal ini dapat terlihat bahwa, pengaruh kualitas produk terhadap loyalitas akan lebih besar jika melalui keputusan pembelian. Berdasarkan hasil koefisien determinasi (*R Square*) sebesar 0,19 pada variabel terikat keputusan pembelian, berarti presentase pengaruh kualitas produk terhadap keputusan pembelian sebesar 19%. Koefisien determinasi sebesar 0,888 untuk variabel terikat loyalitas, berarti presentase pengaruh kualitas produk dan keputusan pembelian terhadap loyalitas sebesar 88,8%. Dan berdasarkan hasil dari regresi berganda menunjukkan hasil bahwa hanya keputusan pembelian yang berpengaruh signifikan terhadap loyalitas.

Kata Kunci : Kualitas Produk, Keputusan Pembelian dan Loyalitas

ABSTRACT

This study was conducted to determine the effect of product quality on purchasing decisions of 3M brand floorpad products and their impact on loyalty at PT Kawanindo Sentosa Abadi Surabaya. The population in this study is infinite because customers who buy 3M floorpad products at PT Kawanindo Sentosa Abadi Surabaya cannot be calculated with certainty. The study used the Heir formula sampling technique with as many as 60 respondents or respondents.

Based on the results of path analysis it is known that the effect of product quality variables on purchasing decisions is 0.139. Product quality for loyalty is 0.07. The purchase decision on loyalty is 0.941. Whereas product quality if through purchasing decisions to influence loyalty, is known to have an effect of 1.32. Based on this, it can be seen that the effect of product quality on loyalty will be greater if through a purchase decision. Based on the results of the coefficient of determination (R Square) of 0.19 on the dependent variable of purchase decision, it means that the percentage effect of product quality on purchasing decisions is 19%. The coefficient of determination is 0.888 for the dependent variable of loyalty, meaning the percentage of the influence of product quality and purchasing decisions on loyalty is 88.8%. And based on the results of multiple regression shows that only purchasing decisions have a significant effect on loyalty.

Keywords : Product Quality, Purchase Decision, and Loyalty