

## ABSTRAK

### PENGARUH KUALITAS PRODUK DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN INDUSTRI MELALUI *RELATIONSHIP QUALITY* (STUDI PADA PELANGGAN CV. DWI JAYA AGRO SENTOSA)

Tujuan penelitian adalah untuk mengetahui pengaruh kualitas produk dan kualitas layanan berpengaruh terhadap *relationship quality* dan mengetahui pengaruh kualitas produk dan kualitas layanan terhadap loyalitas pelanggan melalui *relationship quality*.

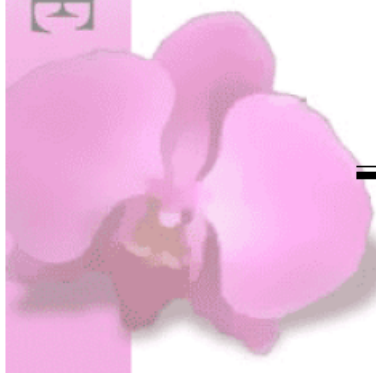
Data pokok penelitian diperoleh dengan menyebarkan kuisioner kepada 39 pelanggan yang telah ditunjuk sebagai sampel penelitian. Analisis data menggunakan analisis jalur (*path Analysis*).

Dari hasil analisis inferensial, dapat ditarik kesimpulan sebagai berikut: Kualitas produk dan kualitas pelayanan berpengaruh terhadap *relationship quality* dengan: (1) Koefisien jalur ( $\beta_{Z.X_1}$ ) kualitas produk ( $X_1$ ) terhadap *relationship quality* ( $Z$ ) sebesar 0.434 dan (2) Koefisien jalur ( $\beta_{Z.X_2}$ ) kualitas pelayanan ( $X_2$ ) terhadap *relationship quality* ( $Z$ ) sebesar 0.360.

Kualitas produk dan kualitas pelayanan berpengaruh terhadap loyalitas pelanggan melalui *relationship quality* dengan: (1) Koefisien jalur ( $\beta_{Y.X_1}$ ) kualitas produk ( $X_1$ ) terhadap loyalitas pelanggan ( $Y$ ) sebesar 0.368. (2) Koefisien jalur ( $\beta_{Y.X_2}$ ) kualitas pelayanan ( $X_2$ ) terhadap loyalitas pelanggan ( $Y$ ) sebesar 0.292. (3) Koefisien jalur ( $\beta_{Y.Z}$ ) *relationship quality* ( $Z$ ) terhadap loyalitas pelanggan ( $Y$ ) sebesar 0.321.

Pengaruh langsung kualitas produk terhadap loyalitas pelanggan lebih tinggi dari pada pengaruh tidak langsung kualitas produk terhadap loyalitas pelanggan melalui *relationship quality*. Pengaruh langsung kualitas pelayanan terhadap loyalitas pelanggan lebih tinggi dari pada pengaruh tidak langsung kualitas pelayanan terhadap loyalitas pelanggan melalui *relationship quality*.

Kata Kunci: kualitas produk, kualitas layanan, loyalitas pelanggan, *relationship quality*



## ABSTRAKS

### **PENGARUH KUALITAS PRODUK DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN INDUSTRI MELALUI *RELATIONSHIP QUALITY* (STUDI PADA PELANGGAN CV. DWI JAYA AGRO SENTOSA)**

The research objective was to determine the effect of product quality and service quality effect on relationship quality and determine the effect of product quality and service quality to customers through relationship quality loyalias.

Basic data was obtained by distributing questionnaires to 39 customers who have been designated as research samples. Analysis of data using path analysis (path Analysis).

From the results of inferential analysis, it can be deduced as follows: Quality of product and service quality effect on relationship quality with: (1) The path coefficients ( $\beta_{Z.X1}$ ) the quality of the product (X1) to relationship quality (Z) of 0434 and (2) Coefficient lane ( $\beta_{Z.X2}$ ) quality of service (X2) on relationship quality (Z) of 0360.

Product quality and service quality effect on customer loyalty through relationship quality with: (1) The path coefficients ( $\beta_{Y.X1}$ ) the quality of the product (X1) on customer loyalty (Y) by 0368. (2) The path coefficients ( $\beta_{Y.X2}$ ) quality of service (X2) on customer loyalty (Y) of 0.292. (3) The path coefficients ( $\beta_{Y.Z}$ ) relationship quality (Z) on customer loyalty (Y) by 0321.

The direct effect on customer loyalty product quality is higher than the indirect effect of product quality to customer loyalty through relationship quality. The direct effect of service quality on customer loyalty higher than the indirect effect of service quality on customer loyalty through relationship quality.

Keywords: product quality, service quality, customer loyalty, *relationship quality*

