

ABSTRACT

CV. Konveksi Cahaya 79 is a company that is engaged in production, especially production of uniforms which seeks to provide for the needs and desires of customers in terms of quality of product provided in order to provide satisfaction for the customer. However, the implementation CV. Konveksi Cahaya 79 customers feel and find less good quality product provided by the product provider. The purpose of this study was to determine the effect of product quality on customer satisfaction in establishing customer loyalty

Variables used in this study was the quality of product (X) as the independent variable, customer satisfaction (Y) as an intermediate variable, and customer loyalty (Z) as the dependent variable. This study uses a sampling with non-probability sampling techniques and incidental sampling technique for distributing questionnaires to 100 respondents. Data analysis techniques in this study using path analysis and used to analyze the data and to test the hypothesis.

From the results of descriptive analysis found that respondents to the overall product quality in both categories with a percentage of 73,45%. To customer satisfaction in both categories with a percentage of 70,24%, and customer loyalty in both categories with a percentage of 78,4%.

Based on the results of path analysis showed that there was influence of product quality on customer satisfaction was 95,84% and the remaining 4,16% influenced by other variables. The amount of the contribution QUALITY Products (X) and Consumer Loyalty (Y) The effect of simultaneous IN affect Consumer Loyalty (Z) indirectly the = -0.1345 -0.1345 % and the remaining amount of (1,065) 2 = 113.4 %.Influence of product quality to customer loyalty is 87,98% and the remaining 12,02% is influenced by other variables.

Keywords: Product Quality, Consumer Satisfaction, and Costumer Loyalty.