

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, CUSTOMER SATISFACTION, PRODUCT DIVERSITY ON CUSTOMER LOYALTY DOMINO'S PIZZA

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This study aims to determine the effect of product quality, customer satisfaction, and product diversity on customer loyalty to Domino's Pizza in South Tangerang. The background of this study is based on the low level of customer loyalty seen in the pre-survey results, as well as the high level of competition in the fast food industry. This study employs a quantitative method, distributing questionnaires to 118 respondents who have purchased Domino's Pizza products. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 25. The results indicate that product quality, customer satisfaction, and product variety have a positive and significant influence on customer loyalty. These findings emphasize the importance of strategies to improve product quality, service satisfaction, and product variety in maintaining customer loyalty. This study contributes theoretically to the development of marketing science and provides practical benefits for companies in developing customer-oriented strategies.

Keywords: *Product Quality, Customer Satisfaction, Product Diversity, Customer Loyalty, Domino's Pizza*