

ABSTRACT

The Influence Of Product Quality And Service Quality On Customer Loyalty At Tuku Coffee Shop.

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This study aims to determine the effect of product quality and service quality on customer loyalty at Tuku Coffee Shop. The independent variables in this study are product quality and service quality, while the dependent variable is customer loyalty. The sampling technique used non-probability sampling with convenience sampling of 130 respondents. The data analysis method used in this study is multiple linear regression analysis. From the test results it can be stated that product quality has a significant effect on customer loyalty, service quality shows a not significant effect on customer loyalty, and together product quality and service quality have a positive and significant effect on customer loyalty at the Tuku coffee shop.

Keywords: Product Quality, Service Quality, Customer Loyalty.