

ABSTRAK

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Pengaruh Product Quality Terhadap Customer Loyalty Melalui Customer Satisfaction Pada Produk Blackberry Di Surabaya

Blackberry menjadi populer akhir-akhir ini dikarenakan feature BBM dari Blackberry. Untuk meningkatkan dan mempertahankan popularitas Blackberry, maka dilakukan penelitian agar dapat diketahui apakah product quality dari Blackberry sudah memuaskan pengguna Blackberry dan ketika para pengguna Blackberry puas maka akan meningkatkan loyalitas mereka terhadap Blackberry.

Pengumpulan data dilakukan dengan cara menyebarkan kuisioner terhadap responden yang merupakan pengguna Blackberry Di Surabaya. Data dari responden diolah dengan menggunakan analisis SEM (Structural Equation Model) yang menggunakan software AMOS 16. Jumlah responden dalam penelitian ini 150 responden yang terlebih dahulu di uji reliabilitas dan validitasnya.

Hasil dari penelitian dapat dibuktikan bahwa product quality mempengaruhi customer loyalty melalui customer satisfaction. Hal ini membuktikan untuk dapat mempertahankan popularitasnya Blackberry perlu meningkatkan product quality-nya.

Variabel: Product Quality, Customer Satisfaction, Customer Loyalty

ABSTRACT

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Effect Product Quality on Customer Loyalty Through Customer Satisfaction In Product Blackberry At Surabaya

Blackberry become popular lately due to feature of the Blackberry call BBM. To improve and maintain the popularity of the Blackberry, then we conduct research to know whether the that product quality from Blackberry already satisfy Blackberry user's and when Blackberry user's satisfy it will increase loyalty of Blackberry user's.

Data collection was done by distributing questionnaires to the respondents who are user of Blackberry at Surabaya. Data from respondents were processed using SEM (Structural Equation Model) and the software call AMOS 16 and firstly tested with reliability and validity. The number of respondent in this research is 150.

Result from this research can proven that product quality affect customer loyalty through customer satisfaction. This result show that to be able maintain Blackberry popularity, Blackberry needs to improve it's product quality

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