ABSTRAK

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ANALISIS FAKTOR *PRODUCT QUALITY*, *SERVICE QUALITY*, DAN *CORPORATE IMAGE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN CV VINS CAHAYA SUKSES DI PEKANBARU

Penelitian ini dilakukan di CV Vins Cahaya Sukses. Tujuan penelitian ini adalah Untuk mengetahui dan menganalisis *product quality, service quality, corporate imag*berpengaruh signifikan terhadap *customer satisfaction* dan *customer loyalt* di CV Vins Cahaya Sukses

Teori yang digunakan dalam penelitian ini adalah *product quality, service quality, corporate image, customer satisfaction* dan *customer loyalty*.

Metode penelitian yang digunakan pada penelitian ini adalah metode kuantitatif. Populasi dari penelitian ini adalah pelanggan CV Vins Cahaya Sukses. Jumlah sampel sebanyak 115 responden dengan teknik pengambilan sampel adalah *snowball sampling* sebagai teknik pengumpulan sampel. Teknik analisa data menggunakan analisi regresi linear berganda.

Hasil penelitian menunjukkan bahwa *product quality* berpengaruh signifikan terhadap *customer satisfaction*, *service quality* berpengaruh signifikan terhadap *customer satisfaction*, *corporate image* berpengaruh signifikan terhadap *customer satisfaction*, *product quality* berpengaruh signifikan terhadap *customer loyalty*, *service quality* berpengaruh signifikan terhadap *customer loyalty*, *corporate image* berpengaruh signifikan terhadap *customer loyalty* dan *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty*.

Kata Kunci: *Product Quality, Service Quality, Corporate Image, Customer Satisfaction, Customer Loyalty*

ABSTRACT

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FACTOR ANALYSIS OF PRODUCT QUALITY, SERVICE QUALITY, AND CORPORATE IMAGE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION ON CV VINS CAHAYA SUKSES CUSTOMERS IN PEKANBARU

The study was conducted in CV Vins Cahaya Sukses. The purpose of this study was to determine and analyze product quality, service quality, corporate imagesignificant improvement in customer satisfaction and customer loyalty in CV Vins Cahaya Sukses

The theory used in this research is product quality, service quality, corporate image, customer satisfaction and customer loyalty.

The research method used in this study is a quantitative method. The population of this study is CV Vins Cahaya Sukses customers. The number of samples as many as 115 respondents with a sampling technique is snowball sampling as a sampling technique. Data analysis techniques using multiple linear regression analysis.

The results showed that product quality has a significant effect on customer satisfaction, service quality has a significant effect on customer satisfaction, corporate image has a significant effect on customer satisfaction, product quality has a significant effect on customer loyalty, service quality has a significant effect on customer loyalty, corporate image has a significant effect on customer loyalty and customer satisfaction increases customer loyalty significantly.

Keywords: Product Quality, Service Quality, Corporate Image, Customer Satisfaction, Customer Loyalty