Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Nilai Pelanggan Terhadap Loyalitas Pelanggan Dengan Variabel Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kentucky Fried Chicken Cabang Pandanaran

NANIK ZULIANA
Program Studi Manajemen - S1, Fakultas Ekonomi & Bisnis,
Universitas Dian Nuswantoro Semarang
URL : http://dinus.ac.id/
Email : nanyq

ABSTRAK

Tujuan dari penelitian ini adalah pengaruh kualitas pelayanan, kualitas produk dan nilai pelanggan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Adapun yang dijadikan sebagai populasi adalah seluruh pelanggan. sampel yang diambil dalam penelitian diperoleh sebesar 96,04 kemudian dibulatkan menjadi 100 orang. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling, yaitu teknik sampling berdasarkan kriteria tertentu. Dalam hal ini responden adalah pelanggan di Usaha waralaba Kentucky fried chicken pandanaran. Alat analisis yang digunakan dalam penelitian ini adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa Terdapat pengaruh yang positif dan signifikan antara kualitas produk terhadap kepuasan pelanggan Terdapat pengaruh yang positif dan signifikan antara kualitas pelayanan terhadap kepuasan pelanggan. Terdapat pengaruh yang positif dan signifikan antara nilai pelanggan terhadap kepuasan pelanggan. Terdapat pengaruh yang positif dan signifikan antara kepuasan pelanggan terhadap loyalitas

Kata Kunci   :   Kata kunci : kualitas pelayanan, kualitas produk, nilai pelanggan, kepuasan pelanggan dan loyalitas pelanggan.

Effect of Service Quality, Product Quality and Customer Value On The Customer Loyalty With Customer Satisfaction Variables As Intervening Variables In Kentucky Fried Chicken Pandanaran Branch

NANIK ZULIANA
Program Studi Manajemen - S1, Fakultas Ekonomi & Bisnis,
Universitas Dian Nuswantoro Semarang
URL : http://dinus.ac.id/
Email : nanyq

ABSTRACT

The purpose of this study is the impact of service quality , product quality and customer value on customer loyalty through customer satisfaction . As for which is used as the entire customer population . samples taken in the study was obtained for 96.04 then rounded up to 100 people . The sampling technique used in this study was purposive sampling , the sampling technique is based on certain criteria . In this case the respondent is in the business customer franchise Pandanaran Kentucky fried chicken . Analysis tools used in this study is multiple linear regression . The results showed that the influences of positive and significant correlation between product quality to customer satisfaction There is a positive and significant effect between service quality and customer satisfaction . There is a positive and significant effect between customer value on customer satisfaction . There is a positive and significant effect between customer satisfaction to loyaltyThe purpose of this study is the impact of service quality , product quality and customer value on customer loyalty through customer satisfaction . As for which is used as the entire customer population . samples taken in the study was obtained for 96.04 then rounded up to 100 people . The sampling technique used in this study was purposive sampling , the sampling technique is based on certain criteria . In this case the respondent is in the business customer franchise Pandanaran Kentucky fried chicken . Analysis tools used in this study is multiple linear regression . The results showed that the influences of positive and significant correlation between product quality to customer satisfaction There is a positive and significant effect between service quality and customer satisfaction . There is a positive and significant effect between customer value on customer satisfaction . There is a positive and significant effect between customer satisfaction to loyalty.

Keyword   :   Keywords : quality of service , product quality , customer value , customer satisfaction and customer loyalty .