

ABSTRACT

The purpose of this research is to investigate the effects of product excellence and service quality on customer value to enhance brand loyalty.

The study was conducted at Graha Estetika housing complex, the sample size is about 100 head house hole of Graha Estetika, using the Structural Equation Modelling (SEM). The results show that product excellence and service quality has positive significance effect on customer value and increase brand loyalty.

The effect of product excellence on customer value is 0,26; The effect of service quality on customer value is 0,28; and The effect of customer value on brand loyalty is 0,41.

The implease service quality is concern more important factor to influence customer value turn to brand loyalty than product excellence does.

Keywords: Product Excellence, Service Quality, Customer Value and Brand Loyalty