

ABSTRACT

This study aims to analyze the effect of product quality and service quality on customer loyalty with customer satisfaction as an intervening variable at RM. Noroyono Wirosari.

The sample used in this study was 131 customers RM. Noroyono Wirosari who were at least 17 years old, had visited and purchased products at least 3 times. The data collection was carried out through distributing questionnaires and then data analysis was performed using SPSS and Structural Equation Modeling (SEM) with the AMOS program.

The results of this study indicate that product quality and service quality have a positive and significant effect on customer satisfaction, product quality and service quality have a positive and significant effect on customer loyalty, and customer satisfaction has a positive and significant effect on customer loyalty

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