

ABSTRACT

This research attempts to analyze the effect of quality of service and quality of product towards customer satisfaction in order to increase the purchase intention of Android Smartphone users. The variables used in this research are service quality and product quality as independent variables, customer satisfaction as the mediating variable, and purchase intention as the dependent variable.

The research will be using 100 respondents as its sample who have used Android Smartphone around the city of Semarang. The methods used to collect data is by distributing questionnaires with the non-probability sampling technique and the samples are collected using purposive sampling.

The variables being used are purchase intention(Y2), customer satisfaction(Y1), service quality(X2), product quality(X1). The hypothesis testing using t-test shows that both independent variables are proven to be significant towards the mediating variable customer satisfaction which then the customer satisfaction itself are also significant towards the dependent variable purchase intention. With the f-test it has also been found out that both independent variables are deemed fit to test the mediating variable customer satisfaction which have impacts towards purchase intention.

Keywords : *Service Quality, Product Quality, Customer Satisfaction, and Purchase Intention.*