

**PENGARUH KUALITAS PRODUK DAN KEPUASAN PELANGGAN
TERHADAP LOYALITAS PELANGGAN KARTU INDOSAT OOREDOO
DI DENPASAR**

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ABSTRAK

Penelitian ini ditujukan guna mengetahui pengaruh kualitas produk, dan kepuasan pelanggan terhadap loyalitas pelanggan kartu Indosat Ooredoo di Denpasar, baik pengaruh parsial ataupun simultan. Rancangan penelitian ini yang digunakan adalah penelitian kuantitatif. Data dihimpun melalui kuesioner maupun dianalisis menggunakan analisis regresi linear berganda. Penentuan sample dengan *purposive sample*, sebanyak 45 orang. Hasil dari penelitian ini yaitu : (1) Kualitas produk dan kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan kartu Indosat Ooredoo di Denpasar.(2) Kualitas produk berpengaruh positif signifikan terhadap loyalitas pelanggan kartu Indosat Ooredoo di Denpasar. (3) Kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan kartu Indosat Ooredoo di Denpasar.

Kata Kunci : Kualitas Produk, Loyalitas Pelanggan, Kepuasan Pelanggan

***THE INFLUENCE OF PRODUCT QUALITY AND CUSTOMER
SATISFACTION ON INDOSAT OOREDOO CARD CUSTOMER LOYALTY
IN DENPASAR***

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ABSTRACT

This research is aimed at finding out the influence of product quality and customer satisfaction on Indosat Ooredoo card customer loyalty in Denpasar, both partial and simultaneous influences. The research design used in this research is quantitative research. Data was collected through questionnaires and analyzed using multiple linear regression analysis. The sample was determined using a purposive sample, as many as 45 people. The results of this research are: (1) Product quality and customer satisfaction have a significant positive effect on Indosat Ooredoo card customer loyalty in Denpasar. (2) Product quality has a significant positive effect on Indosat Ooredoo card customer loyalty in Denpasar. (3) Customer satisfaction has a significant positive effect on Indosat Ooredoo card customer loyalty in Denpasar.

Keywords: Product Quality, Customer Loyalty, Customer Satisfaction