

**KEPUASAN PELANGGAN MEMEDIASI PENGARUH KUALITAS  
PRODUK TERHADAP LOYALITAS PELANGGAN  
AIR MINERAL MEREK MELYA  
DI KECAMATAN SUKASADA**

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**ABSTRAK**

Penelitian ini memiliki tujuan untuk menguji kepuasan pelanggan memediasi pengaruh dari kualitas produk terhadap loyalitas pelanggan pada air mineral merek Melya di Kecamatan Sukasada. Waktu penelitian ini dilaksanakan selama enam bulan dengan rancangan penelitian yang dipergunakan yakni penelitian kuantitatif kausal. Teknik penentuan sampel yang digunakan dalam penelitian ini adalah teknik *purposive sampling* dengan menggunakan sampel sebanyak 80 orang dengan kriteria-kriteria antara lain: (1) Konsumen yang sudah pernah mengonsumsi air mineral merek Melya dan produk merek lainnya. (2) Konsumen yang berusia 17-50 tahun serta dianggap mampu dan mengerti dengan pertanyaan yang diajukan peneliti. Teknik analisis data yang digunakan adalah *path analysis* dengan hasil: (1) Kualitas produk berpengaruh terhadap loyalitas pelanggan air mineral merek Melya di Kecamatan Sukasada. (2) Kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan air merek Melya di Kecamatan Sukasada. (3) Kualitas produk berpengaruh terhadap kepuasan pelanggan air mineral merek Melya di Kecamatan Sukasada. (4) Kualitas produk berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan air mineral merek Melya di Kecamatan Sukasada.

**Kata kunci** : kepuasan pelanggan, kualitas produk, loyalitas pelanggan.

**CUSTOMER SATISFACTION MEDIATES THE INFLUENCE OF  
PRODUCT QUALITY ON CUSTOMER LOYALTY  
MELYA BRAND MINERAL WATER  
IN SUKASADA DISTRICT**

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**ABSTRACT**

This study aims to examine customer satisfaction mediating the effect of product quality on customer loyalty for the mineral water brand Melya in Sukasada district. The time of this research was carried out for six months with the research design used, namely causal quantitative research. The sampling technique used in this study is a purposive sampling technique using a sample of 80 people with the following criteria: (1) Consumers who have used the Melya mineral water brand and other product brands. (2) Consumers who are 17-50 years old and are considered capable and understand the questions asked by the researcher. The data analysis technique used is path analysis with the results: (1) Product quality has an effect on customer loyalty for the Melya mineral water brand in Sukasada district. (2) customers have an effect on customer loyalty for the Melya brand of water in Sukasada district. (3) Product quality has an effect on customer satisfaction of Melya brand mineral water in Sukasada district. (4) Product quality affects customer loyalty through customer satisfaction with Melya brand mineral water in Sukasada district.

**Keywords:** customer loyalty, customer satisfaction, product quality.