

ABSTRACT

Jastin Ade Jullius (NIM 10.2.012) “EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PROMOTION OF CUSTOMER LOYALTY TELKOMSEL SIMPATI CARD “ under the guidance of Ms. Maria Josephine Tyra

This study aimed to examine the effect of product quality, service quality, promotion of customer loyalty telkomsel simpati card . The population in this study are all customers or users of telkomsel simpati card . The sample set by using purposive sampling method . The sample was of 60 respondents was obtained . Hypothesis testing using multiple regression analysis with SPSS ver. 16.0. This study qualifies the validity, reliability, normality test, multikolinieritas, and free from heteroscedasticity. From the regression equation , the value of the adjusted R square of 27.1 percent this means that 27.1 percent customer loyalty telkomsel simpati can be explained by the quality of products , quality services , and promotions . Based on the results of the T test , the independent variables were the most dominant influence customer loyalty is the quality of service is 0,001 . It can be concluded that both the tensile of data variable product quality , service quality , and promotion are all positive effect on customer loyalty .

Keywords : quality of product , quality of service , promotion and customer loyalty .