

QUALITY EFFECT OF SERVICES AND PRODUCT ON CONSUMERS' LOYALTY

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ABSTRACT

The objective of this study is to analyze partial and simultaneous effects of service quality and product quality on consumers' loyalty. Kebunku Nursery was chosen as object of the study. Primary data were collected from 100 respondents who were randomly selected. Data were analyzed using multiple linear regression analysis. It is concluded that both variables such as service quality and product quality simultaneously affect consumers' loyalty. However, product quality was the only variable that has partial effect on consumers' loyalty.

Key words: *service quality; product quality; consumers' loyalty.*