

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap kepercayaan pelanggan serta dampaknya pada loyalitas pelanggan (studi kasus pada pelanggan Pilus Keju dengan merek dagang Alfamart) secara parsial maupun simultan. Metode analisis data yang digunakan dalam penelitian ini yaitu analisis jalur (*path analysis*), korelasi berganda, koefisien determinasi, uji hipotesis simultan dan uji hipotesis parsial. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas produk dan kepercayaan pelanggan terhadap loyalitas pelanggan secara simultan sebesar 60,8% % dan sisanya 39,2% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Pengaruh kualitas produk terhadap kepercayaan pelanggan secara parsial sebesar 65,4%. Pengaruh kualitas produk terhadap loyalitas pelanggan secara parsial sebesar 37,7%. Pengaruh kepercayaan pelanggan terhadap loyalitas pelanggan secara parsial sebesar 23,1%. Disimpulkan bahwa variabel kualitas produk memberikan pengaruh paling besar terhadap variabel loyalitas pelanggan

Kata kunci :Kualitas Produk, Kepercayaan Pelanggan dan Loyalitas Pelanggan

ABSTRACT

This study aims to determine the effect of product quality on customer trust and its impact on customer loyalty (a case study on Pilus Cheese customers with Alfamart trademark) partially or simultaneously. The data analysis method used in this research is path analysis, multiple correlation, coefficient of determination, simultaneous hypothesis testing and partial hypothesis testing. The results showed that there was a positive and significant effect between product quality and customer trust on customer loyalty simultaneously at 60.8% % and the remaining 39.2% was influenced by other variables not examined in this study. The effect of product quality on customer trust partially is 65.4%. The effect of product quality on customer loyalty partially is 37.7%. The effect of customer trust on customer loyalty partially is 23.1%. It is concluded that the product quality variable has the greatest influence on the customer loyalty variable

Keywords: Product Quality, Customer Trust and Customer Loyalty