

ABSTRAK

PENGARUH KUALITAS PRODUK DAN PROMOSI TERHADAP LOYALITAS MELALUI KEPUASAN PELANGGAN GEMARI TEMATIK PADA METODE PEMBELAJARAN MATEMATIKA DI INDONESIA SEBAGAI VARIABEL INTERVENING

**Oleh :
WIBOWO ARDI**

Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas produk dan promosi terhadap loyalitas melalui kepuasan pelanggan gemari tematik pada metode pembelajaran matematika di Indonesia sebagai variabel intervening. Sampel yang digunakan dalam penelitian ini adalah 265 responden yang merupakan pengguna Gemari Tematik setidaknya selama 2 bulan yang berusia di atas 17 tahun. Alat analisis dalam penelitian ini menggunakan teknik analisa *Structural Equation Modelling* (SEM) dengan kerangka konseptual *Path Analysis* (Analisis Jalur). Hasil penelitian ini menunjukkan bahwa kualitas produk dan promosi berpengaruh terhadap kepuasan pelanggan; kualitas produk, dan kepuasan berpengaruh terhadap loyalitas; dan kualitas produk dan promosi melalui kepuasan berpengaruh terhadap loyalitas. Sedangkan promosi tidak berpengaruh langsung terhadap loyalitas merek.

Kata Kunci --- Kualitas Produk, Loyalitas Merek, Kepuasan Pelanggan, .

ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND PROMOTION ON LOYALTY THROUGH THEMATIC GEMARI CUSTOMER SATISFACTION ON MATH LEARNING METHODS IN INDONESIA AS AN INTERVENING VARIABLE

By:

WIBOWO ARDI

Purpose This study aims to analyze the effect of product quality and promotion on loyalty through customer satisfaction. on loyalty through thematic gemari customer satisfaction on the method of learning math in Indonesia as an intervening variable. Sample used used in this study were 265 respondents who were users of Gemari Thematic for at least 2 months who were over 17 years old. Gemari Thematic for at least 2 months who are over 17 years old. Tool analysis tool in this study uses Structural Equation Modeling (SEM) analysis technique with the Path Analysis conceptual framework. Path Analysis). Results This study shows that product quality and promotion have an effect on customer satisfaction; product quality, and satisfaction affect loyalty; product quality, and satisfaction affect loyalty. customer satisfaction; product quality, and satisfaction affect loyalty; and product quality and promotion through satisfaction affect loyalty. Meanwhile, promotion has no direct effect on brand loyalty. brand loyalty.

Keywords --- Product Quality, Brand Loyalty, Customer Satisfaction