ABSTRAK

Sumiati, 2020, Pengaruh *Service Quality* dan *Product Quality* terhadap Loyalitas Pelanggan dan dampaknya pada *Repeat Order* di *Astra Credit Companies* Cabang Makassar, dibimbing oleh Abd. Rahman Rahim dan Buyung Romadhoni.

Penelitian ini bertujuan untuk mengetahui pengaruh: (1) *service quality* terhadap loyalitas pelanggan, (2) *product quality* terhadap loyalitas pelanggan, (3) *service quality* terhadap *repeat order,* (4) *product quality* terhadap *repeat order,* (5) loyalitas pelanggan terhadap *repeat order,* (6) *service quality* terhadap *repeat order* melalui loyalitas pelanggan, (7) *product quality* terhadap *repeat order* melalui loyalitas pelanggan. Masalah dalam penelitian ini yakni sejauh mana *service quality* dan *product quality* berpengaruh terhadap loyalitas pelanggan dan dampaknya pada *repeat order* di ACC Cabang Makassar. Penelitian ini menggunakan metode kuantitatif, penarikan sample dengan *Accidental Sampling,* tehnik pengumpulan data menggunakan kuesioner *online* yang dibagikan pada 100 pelanggan ACC Cabang Makassar. Pengujian hipotesis menggunakan *Path Analysis* dengan bantuan *sofware* AMOS 21.

Hasil Pengujian menunjukkan bahwa *service quality* dan *product quality* berpengaruh positif signifikan terhadap loyalitas pelanggan dan berpengaruh langsung signifikan terhadap *repeat order* serta berpengaruh signifikan terhadap *repeat order* melalui loyalitas pelanggan, Loyalitas pelanggan berpengaruh positif signifikan terhadap *repeat order.*

Berdasarkan hasil penelitian disarankan agar ACC Cabang Makassar dapat menciptakan dan meningkatkan *product quality* dengan *down payment* dan *rate* yang berbeda dengan kompetitor serta menyediakan lahan parkir yang memadai demi terciptanya loyalitas pelanggan yang akan berdampak pada peningkatan *repeat order.*

Kata Kunci : *Service Quality*, *Product Quality*, Loyalitas Pelanggan, *Repeat Order.*

ABSTRACT

Sumiati, 2020. The Influence of Service Quality and Product Quality on Customer Loyalty and its impact on Repeat Orders at Astra Credit Companies Makassar Branch, supervised by Abd. Rahman Rahim and Buyung Romadhoni.

This study aims to determine the influence of: (1) service quality on customer loyalty, (2) product quality on customer loyalty, (3) service quality on repeat orders, (4) product quality on repeat orders, (5) customer loyalty towards repeat orders, (6) service quality for repeat orders through customer loyalty, (7) product quality for repeat orders through customer loyalty. The formulated research questions in this study is to what extent the service quality and product quality on customer loyalty and the impact on repeat orders at the ACC Makassar branch. This study deployed quantitative methods, sampling with Accidental Sampling, data collection techniques were online questionnaires that distributed to 100 ACC Makassar branch customers. Hypothesis testing was Path Analysis with the assistance of AMOS 21 software.

The test results showed that service quality and product quality had a significant positive influence on customer loyalty and have a significant direct influence on repeat orders and had a significant influence on repeat orders through customer loyalty, customer loyalty had a significant positive influence on repeat orders.

Based on the research results, it is suggested that ACC Makassar Branch can create and improve product quality with down payments and rates that are different from competitors and provide adequate parking space for the creation of customer loyalty which will have an impact on increasing repeat orders.

Keywords: *Service Quality, Product Quality, Customer Loyalty, Repeat Order*

