***ABSTRACT***

*Bernardus Hendy / 27150021 / 2018 / The Influence of Product Quality and Service Quality on Costumer Loyalty Level of IM3 Ooredoo Prepaid Card in Kelapa Gading Area/ Advisor : Ir. Tumpal JR Sitinjak,M.M.*

*Recently, Telecomunication industry is getting rapid improvement. This rapid improvement is cause by communication requirement which is one of the main requirement of social human being. The telecommunication industry must continuously do the improvement product quality. All of these are done for getting the customer loyalty This research is used to analyze the influence of product quality and service quality to customer loyalty*

*In customer loyalty there are 4 dimensions of customer loyalty such as, repeat purchase, retention (resistance to outside influences), referrals (referring to the company's total presence) and purchases between product lines and services. For product quality variables, there are five dimensions according to Kotler and Keller (2016: 393) consisting of forms (forms), features, Customization, Performance Quality, Conformance Quality, Resilience ( Durability), Reliabilit, Repairability, Style and Design. Regarding product quality, product quality is one of the variables that determine whether a product is valued by customers. The good or bad quality of a product is very relative. To say this, it is necessary to compare the quality of products that will be sold with the quality of similar products produced or sold by other companies. For service quality variables there are five dimensions such as. tangible, reliability, responsiveness, assurance and empathy*

*The research method used is nonprobability sampling with judgment sampling method by collecting data through questionnaires distributed to 100 respondents who are the customers of IM3 OOREDOO in Kelapa Gading. Measuring tool used is the test of validity and reliability, descriptive analysis, inferential analysis, F test, and t test.The software used is SPSS 20.*

*The result of this research proof that the product quality and service quality influence the costumer loyality.* *This can be seen from the results of the F test and the t test where the results are sig F test and t <0.05 and t count> t table*

*Based on the results of the analysis, it can be concluded that product quality and service quality proved to have a positive effect on customer loyalty.* *This shows that the better the quality of the product and the better the quality of service, the higher customer loyalty will be.*