*ABSTRACT*

*Billy Hadinata / 27150258/2019 / The Description and Correlation of Product Quality Perception, Consumer Satisfaction and Consumer Loyalty of Ades Products in Kelapa Gading, North Jakarta / Advisor: Dr. Ir. Bilson Simamora, M.M.*

*At present developments in the bottled water business are on the rise. There are also more companies developing bottled water due to the increasing demand in the community. Bottled drinking water is very practical and easy to carry everywhere so it becomes the main choice in activities such as traveling.*

*In this study, the authors used theories Product Quality Perception Theory. Consumer Satisfaction and Consumer Loyalty to find out the relationship between the three theories.*

*Sample in this study were 130 respondents, questionnaire distributed through Google form. The object of this study were respondents who consumed bottled drinking water in the Kelapa Gading area of ​​North Jakarta. While the sample procedure uses nonprobability sampling with the judgment sampling method, where the sample taker is in accordance with the criteria specified by the author, the respondent who has consumed drinking water in ADES packaging. The data analysis techniques used are the correlation pearson product moment, cronbach alpha, correlation test.*

*The results of this study indicate that the variable perception of product quality, consumer satisfaction and consumer loyalty have a positive relationship or correlation. With these results it can indicate that good quality has a relationship with customer satisfaction and loyalty given by consumers.*

*The conclusion of this study is product quality, customer satisfaction and customer loyalty are positively correlated in accordance with previous research. The author suggests that the Ades company maintain good quality and pay more attention to consumer needs.*

*Keywords*: *Product Quality Perception, Consumer Satisfaction, Consumer Loyalty*