# ABSTRACT

Citha Widya Noorlia / 22130420/2018 / *Effect of Service Quality and Product Quality on Dunkin Donuts Customer Loyalty Rawamangun / Lily Harjati, Ir., M.M. This study aims to analyze the effect of service quality, product quality and customer loyalty on Dunkin Donuts. Through this research, researchers can find out the influence that has on customer loyalty.*

*Based on the research objectives, the hypothesis is: (1): Quality of Service influences Customer Loyalty; (2): Product Quality affects Customer Loyalty.*

*The sampling technique is non-probability sampling with judgment sampling approach. Data collection techniques in this study are communication techniques as well as the design of the measurement scale used questionnaires with a Likert scale. This research is by analyzing data related to the number of respondents as many as 100 respondents. In the analysis phase, the validity and reliability tests, construct reliability tests were carried out. The data research hypothesis uses Structural Equation Model (SEM) analysis.*

*The results show that Dunkin Donuts has good service quality, Dunkin Donuts has good product quality, Service Quality and Product Quality simultaneously affect Dunkin Donuts Customer Loyalty in Rawamangun, East Jakarta, Quality of Service influences Dunkin Donuts Customer Loyalty in Rawamangun, East Jakarta , Product Quality affects Dunkin Donuts Customer Loyalty in Rawamangun, East Jakarta.*

*After the process carried out in this study, it can be concluded that service quality and quality product have proven to have an effect on customer loyalty.*