***ABSTRACT***

Laurensia Irene / 26140114/2018 / *Effect of Product Quality and Service Quality on Customer Loyalty Starbucks at Mall Artha Gading North Jakarta* */ Advisor* : Lily Harjati,Ir.M.M.

*As the pace of the world economy accelerates in the era of globalization and the development of the era brings all forms of business change. Therefore, the more level or advance of an era, the level of competition will be even higher, meaning that business people in this globalization era are competing to use existing facilities to achieve various objectives. One of them is business competition. Product quality and service quality and customer loyalty affect the market success that business people will be able to adapt to current environmental requirements, namely those who are able to provide what the customer is ready to buy. Therefore, researchers are interested in conducting a study entitled Influence Product Quality and Service Quality on Customer Loyalty Starbucks at Mall Artha Gading North Jakarta*

*The theory used in this study is product quality, service quality and customer loyalty. The variables in this study are divided into two types, namely the independent variable and the dependent variable. The independent variable in this study is product quality and service quality, while the dependent variable in this study is customer loyalty.*

*The object of this research is Starbucks Coffee at Mall Artha Gading, North Jakarta. The method used in this study is descriptive analysis and multiple regression analysis. Data collection was done by distributing questionnaires to 100 consumer samples of Starbucks at Coffee Mall Artha Gading. Sampling is done by non probability sampling with judgment sampling technique.*

*Research shows that consumers value product quality and service quality are good, and customer loyalty is satisfied. The results showed that product quality and service quality proved to have a positive effect on customer loyalty Starbucks Coffee at Mall Artha Gading, North Jakarta.*

*This study resulted in the conclusion of this study is the variable quality of products and service quality proven to affect customer loyalty in accordance with the theory and previous research.*

*Keywords: Product Quality, Service Quality, Customer Loyalty.*