# *ABSTRACT*

*Steven Lie Gunawan / 23150175 / 2019 The Effect of Product Quality, Service Quality and Promotion on Consumer Loyalty / Advisor: Prof. Dr. Husein Umar, Bst, SE, MM, MBA.*

*According to the recording of the Ministry of Industry of the Republic of Indonesia, the growth of the food and beverage industry reached 8.67 percent in the second quarter of 2018, which means it has exceeded the national economic growth of 5.27 percent. The growth of a restaurant can be caused by several factors including product quality, service quality, promotion, brand image, price and others. D’Cost Restaurant has done a number of these factors and managed to have 90 restaurant outlets in various regions. Before this research is carried out, pre-research is carried out to find out D'Cost Seafood Binus restaurant problems that are felt by customers, and obtained product quality, service quality, promotions and problematic customer loyalty. Therefore examined the influence of product quality, service quality and promotion of customer loyalty.*

*The theory used in this research is the theory of product quality, service quality, promotion and consumer's loyalty. These variables are divided into two types of variables, namely independent variables and dependent variables. The independent variables are product quality, service quality and promotion, while the dependent variable is consumer’s loyalty.*

*This research is a formal study, because this research aims to test the hypothesis and answer all the research questions raised. The method used in this research is multiple regression analysis. Data in this study were collected by distributing questionnaires to 100 respondents. Respondents in this study are consumers who have eaten D'Cost Seafood Binus restaurant food products. Where the data that has been collected is processed using SPSS 20. The sampling technique is judgment sampling.*

*After processing, through the F test obtained <5% test results which means the research model is said to be Fit. In addition, through multiple regression analysis obtained values of Standardized Coefficients of 0.531 with sig. of 0,000 for the product quality variable test results. There are also Standardized Coefficients for service quality variables of -0.007 with sig. amounted to 0.942. Standardized Coefficients value for the promotion variable is 0.582 with sig. amounted to 0.001.*

*The conclusion of this study is that product quality has a positive and significant effect on consumer loyalty. Promotion has a positive and significant effect on consumer loyalty. However, service quality has a negative and not significant effect on consumer loyalty, which is not in accordance with the hypothesis set that service quality has a positive and significant effect on consumer loyalty.*

*Keywords: Product quality, Service Quality, Promotion, and* *Consumer Loyalty*