**ABSTRACT**

*Vernanzo Andrew/ 26140129 / Customer Satisfaction Mediates the Effect of Product Quality and Service Quality on Customer Loyalty of Pizza Hut Mall of Indonesia / Advisor: Ir. Tumpal J.R.Sitinjak, M.M.*

*Fast food is a type of food that is popular and popular with many people. The mushrooming of foreign cuisine entering Indonesia certainly cannot be separated from the existence of cultural exchanges including in this case food. Pizza itself has become one of the most popular foreign foods in Indonesia. Pizza Hut experienced an increase in the Top Brand Index from 2015 to 2016, then continued to decline from 2016 to 2018. Although the Top Brand Index owned by Pizza Hut was not stable but Pizza Hut was able to rank first every year.*

*The theory used to support this research is the definition of product quality, service quality, customer satisfaction and customer loyalty.*

*The object of this research is Pizza Hut Mall of Indonesia. The population of this research is Pizza Hut customers, where the sampling technique is non-probability sampling using judgmental sampling, with a sample size of 150. Data collection is done by communication techniques where questionnaires will be distributed through Google Form media to 150 respondents. The data analysis technique used was descriptive analysis using SPSS 20, validity test, reliability test, and structural equation modeling using Lisrel 8.80.*

*The results of data analysis show that product quality has a significant effect on customer satisfaction. Service quality has a significant effect on customer satisfaction. Product quality has a significant influence on customer loyalty. Service quality has no significant effect on customer loyalty. Customer satisfaction has a significant influence on customer loyalty.*

*Based on the results of data analysis it can be concluded that product quality has a positive but not significant effect on customer satisfaction. Service quality proved to have a positive and significant effect on customer satisfaction. Product quality proved to have a positive and significant effect on customer loyalty. Service quality is proven to have a negative and not significant effect on customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction is proven to only mediate the effect of service quality on customer loyalty.*