

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Pelayanan, Kualitas Produk Melalui Kepuasan Pelanggan Terhadap Loyalitas Pelanggan di PDAM Surya Sembada Kota Surabaya,

Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini dengan metode *purposive sampling* yang merupakan teknik pengambilan anggota sampel dengan memberikan batasan pelanggan yang menggunakan produk di PDAM Surya Sembada kota Surabaya secara rutin dan berkala dalam 6 bulan terakhir. Pengumpulan data yang digunakan melalui penyebaran kuesioner dengan jumlah sampel sebanyak 100 responden. Teknik analisa data yang digunakan dalam penelitian ini adalah teknik PLS (*Partial Least Square*) dengan menggunakan instrumen pendukung yaitu *software SmartPLS 3.0*.

Hasil penelitian ini menunjukkan bahwa Kualitas Pelayanan dan Kualitas Produk berpengaruh signifikan terhadap Loyalitas Pelanggan. Kualitas Pelayanan dan Kualitas Pelayanan terhadap Loyalitas Pelanggan dengan Kepercayaan Pelanggan sebagai Variabel *Intervening* berpengaruh signifikan.

**Kata Kunci : Kualitas Pelayanan, Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan**

## ABSTRACT

*This research aimed to determine the effect of service quality, and product quality through customers' satisfaction on the customers' loyalty at PDAM Surya Sembada Surabaya.*

*The research was quantitative. Furthermore, the data collection technique used purposive sampling, in which the sample was limited by determined criteria. The consumers who needed service regularly and periodically in the last 6 months from PDAM Surya Sembada Surabaya were the sample. Moreover, the instrument in the data collection was a questionnaire. The questionnaires were distributed to respondents. In line with that, there were 100 respondents as the sample. Additionally, the data analysis technique used PLS (Partial Least Square) with the support instrument by SmartPLS 3.0.*

*The result showed that both service quality and product quality had a significant effect on customers' satisfaction. Likewise, service quality as well as product quality on had a significant effect on customers' loyalty; with customers' trust as the intervening variable*

**Keywords:** *Service Quality, Product Quality, Customers' Satisfaction, Customers' Loyalty*

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