

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari dua variabel yaitu keragaman produk, dan kualitas produk terhadap loyalitas pelanggan. Hipotesis dalam penelitian ini keragaman produk, dan kualitas produk berpengaruh terhadap loyalitas pelanggan secara simultan maupun secara parsial. Objek penelitian ini adalah pelanggan Indomaret di wilayah kecamatan Puger Kabupaten Jember dengan jumlah 90 responden menggunakan teknik *purposive sampling*. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji F, uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa keragaman produk, dan kualitas produk secara simultan berpengaruh terhadap loyalitas pelanggan, dan keragaman produk, dan kualitas produk secara parsial berpengaruh signifikan terhadap loyalitas pelanggan.

Kata kunci: keragaman produk, kualitas produk, dan loyalitas pelanggan

ABSTRACT

This study aimed to determine the effect of two variables, they are variety of product and service quality toward customers loyalty. Hypothesis in this research is variety of product and service quality influential toward customers loyalty according to simultaneous or partial. This research object it's indomart customers of Puger district with use 90 respondent's technique using is purposive sampling. Technique has been selected as a using Observation, interview, and questionnaire were used as a tool in data collection method. The analysis used in this research includes validity test, reliability test, classic assumption test (normality test, multicolinearity test, heteroscedasticity test), multiple linear regression analysis and test of hypothesis (F-test, t-test and the coefficient of determination). The result from this research extended that variety of product and service quality has impact together toward customers loyalty or simultaneous and variety of product and service quality was significance influential toward customers loyalty.

Key words: *variety of product, service quality and customers loyalty*