

**ANALYZING THE EFFECT OF PRODUCT QUALITY ON CUSTOMER
SATISFACTION AND CUSTOMER LOYALTY IN INDONESIAN SMEs**

(Case Study on the Customer of Batik Bojonegoro Marely Jaya)

MINOR THESIS

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SUMMARY

NandaPrimidyaKusuma, 2014. **Analyzing the Effect of Product Quality on Customer Satisfaction and Customer Loyalty in Indonesian SME's, (Case Study on the Customer of Batik Bojonegoro Marely Jaya)**. Dr. Imam Suyadi, M.Si and Yusri Abdillah, M.Si., PhD, Pages 94 + vi

Marely Jaya is one of the Small Medium Enterprises which produces Batik Bojoengoro. Method in producing Batik fabrique in Marely Jaya is still using a traditioal method. Traditional method which use in producing Batik makes the fabrique quality more durable in long term period. Innovative and creative design of Batik pattern by Marely Jaya is also contributes to the product appeals.

The purpose of this study is to analyzing the effect of product quality on the satisfaction and loyalty of the Marely Jaya's customers. This study will explain about how influential the quality product to the customer satisfaction and customer loyalty.

The research method used in this research is using an explanatory with quantitative method. This method is usefeull to understand how influential the items within the product quality on the customer satisfaction and customer loyalty. Questionnaires is use in this research to gathering data directly from the customers.

The result of the study is shows that product quality is affecting the customer satisfaction fellings, and customer loyalty behaviour, and also shows that customer satisfaction is affecting the customer loyalty.

FOREWORD

Alhamdulillah, thanks to Allah SWT, that grace and have guide the researcher to finish the minor thesis entitled as “**Analyzing the Effect of Product Quality on Customer Satisfaction and Customer Loyalty in Indonesian SMEs, (Case Study on the Customer of Batik Bojonegoro Marely Jaya)**”

This undergraduate thesis is a final project proposed to comply with the requirements to get the degree of Bachelor of Business Administration at Faculty of Administrative Science.

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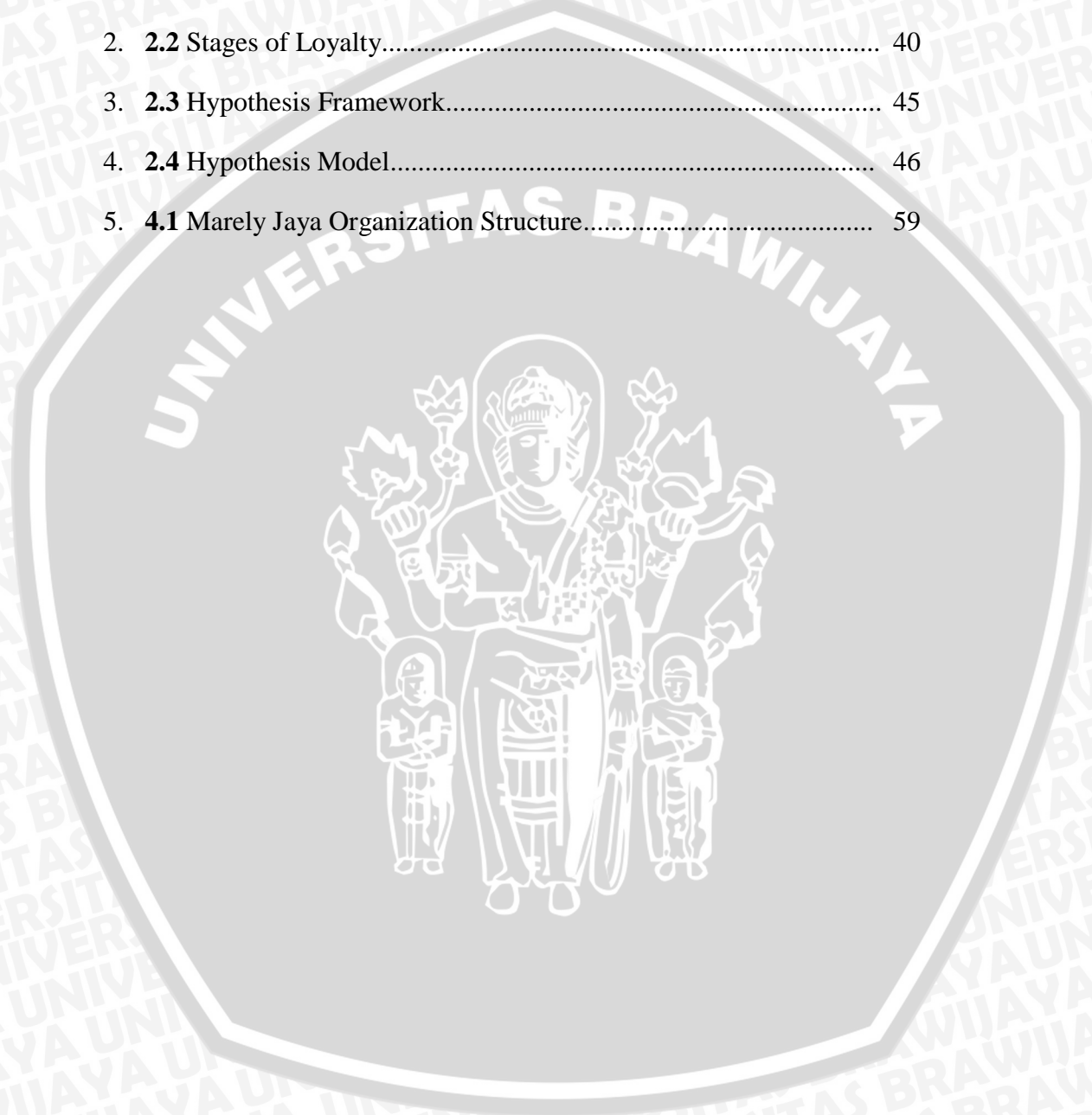


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