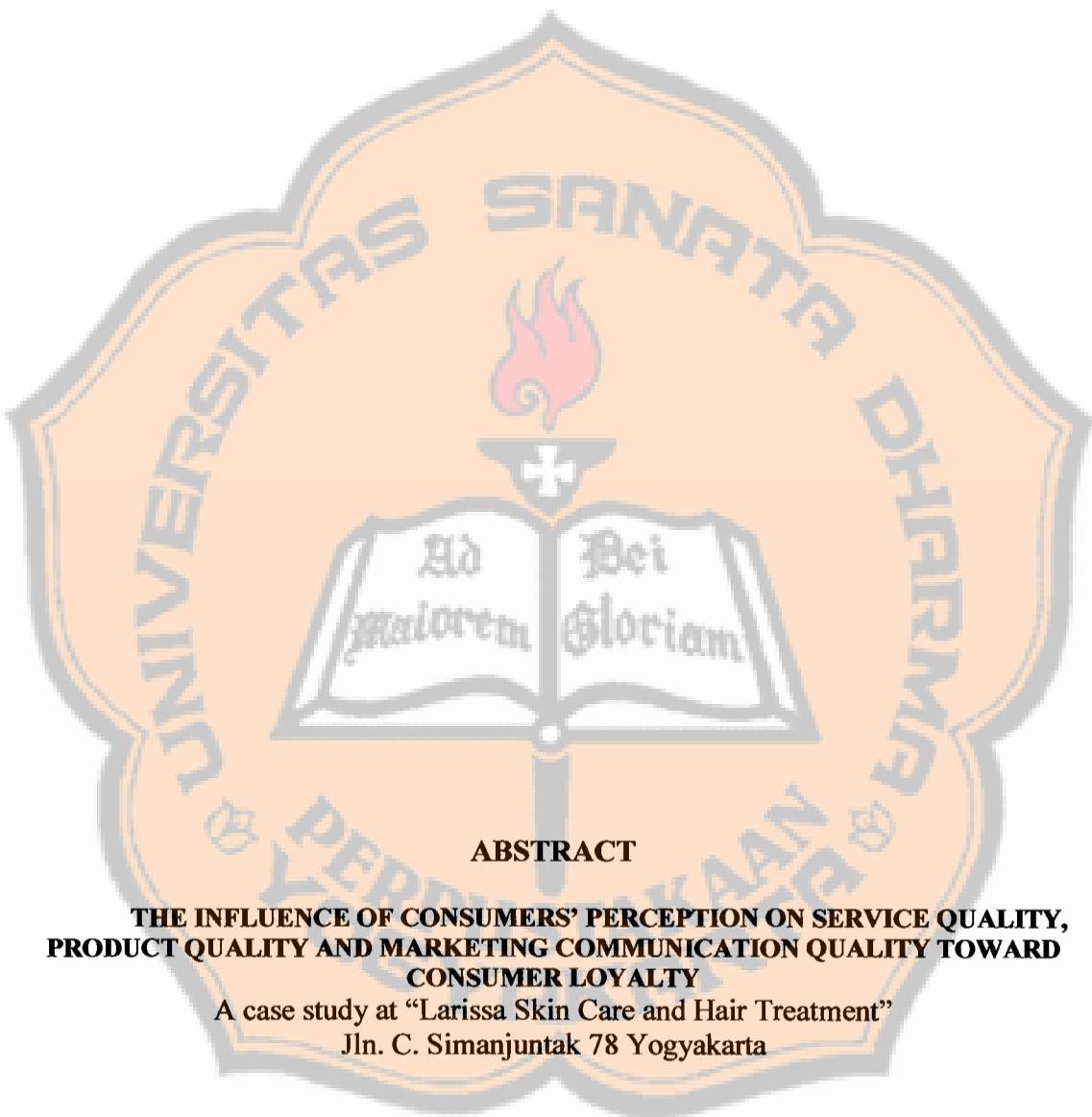




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Penelitian ini bertujuan untuk mengetahui apakah: (1) persepsi konsumen tentang kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas konsumen; (2) persepsi konsumen tentang kualitas produk berpengaruh positif dan signifikan terhadap loyalitas konsumen; (3) persepsi konsumen tentang kualitas komunikasi pemasaran berpengaruh positif dan signifikan terhadap loyalitas konsumen; (4) persepsi konsumen tentang kualitas pelayanan, kualitas produk dan kualitas komunikasi pemasaran berpengaruh positif dan signifikan terhadap loyalitas konsumen.

Penelitian ini dilakukan di *Larissa Skin Care & Hair Treatment* pada bulan April 2006. Populasi penelitian ini adalah seluruh konsumen *Larissa Skin Care &*



### ABSTRACT

#### **THE INFLUENCE OF CONSUMERS' PERCEPTION ON SERVICE QUALITY, PRODUCT QUALITY AND MARKETING COMMUNICATION QUALITY TOWARD CONSUMER LOYALTY**

A case study at "Larissa Skin Care and Hair Treatment"  
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2006

This research aims at proving whether: (1) consumers' perceptions on service quality had positive and significant influences toward consumer loyalty; (2) consumers' perceptions on product quality had positive and significant influences toward consumer loyalty; (3) consumers' perceptions on marketing communication quality had positive and significant influences toward consumer loyalty; (4) consumers' perceptions on service quality, product quality and marketing communication quality had positive and significant influences toward consumer loyalty.

This research was conducted at Larissa Skin Care & Hair Treatment in April 2006. The population of the research was all the consumers of "Larissa Skin Care & Hair Treatment". The sample size was consisted of 150 individuals who were