

## **ABSTRACT**

*This study aims to analyze the effect of product quality and service quality on customer loyalty with customer satisfaction as an intervening variable at RM. Noroyono Wirosari.*

*The sample used in this study was 131 customers RM. Noroyono Wirosari who were at least 17 years old, had visited and purchased products at least 3 times. The data collection was carried out through distributing questionnaires and then data analysis was performed using SPSS and Structural Equation Modeling (SEM) with the AMOS program.*

*The results of this study indicate that product quality and service quality have a positive and significant effect on customer satisfaction, product quality and service quality have a positive and significant effect on customer loyalty, and customer satisfaction has a positive and significant effect on customer loyalty*

*Keywords : Product Quality, Service Quality, Customer Satisfaction, Customer Loyalty*

