

ABSTRAK

Diskia Vika Arsety (2025) “Pengaruh Kualitas Produk, Kualitas Pelayanan, *Product Bundling*, dan Desain Kemasan Terhadap Loyalitas Pelanggan (Studi Kasus Produk Mie Gacoan di Kota Madiun)” Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. UNIVERSITAS PGRI MADIUN. Pembimbing: (I) Dr. Liliek Nur Sulistiyowati, S.E., M.M. (II) Dian Citanintyas Ari Kadi, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, *product bundling*, dan desain kemasan terhadap loyalitas pelanggan pada Objek Mie Gacoan Kota Madiun secara parsial. Jenis penelitian ini yaitu kuantitatif. Jumlah sampel yang digunakan sebanyak 385 responden. Teknik pengambilan sampel yaitu *purposive sampling*. Analisis data dalam penelitian ini yaitu analisis regresi linier berganda yang diolah menggunakan aplikasi SPSS. Hasil penelitian menunjukkan bahwa secara parsial variabel kualitas produk, kualitas pelayanan, *product bundling*, dan desain kemasan memiliki pengaruh yang positif dan signifikan terhadap loyalitas pelanggan pada Objek Mie Gacoan Kota Madiun.

Kata Kunci: Kualitas Produk, Kualitas Pelayanan, *Product Bundling*, Desain Kemasan, Loyalitas Pelanggan

ABSTRACT

Diskia Vika Arsety (2025) “The Effect of Product Quality, Service Quality, Product Bundling, and Packaging Design on Customer Loyalty (Case Study of Mie Gacoan Products in Madiun City)” Thesis. Management Study Program. Faculty of Economics and Business. UNIVERSITAS PGRI MADIUN. Advisor: (I) Dr. Liliek Nur Sulistiyowati, S.E., M.M. (II) Dian Citanintyas Ari Kadi, S.E., M.M.

This study aims to determine the effect of product quality, service quality, product bundling, and packaging design on customer loyalty at the Mie Gacoan Object in Madiun City partially. This type of research is quantitative. The number of samples used is 385 respondents. The sampling technique is purposive sampling. Data analysis in this study is multiple linear regression analysis processed using the SPSS application. The results of the study indicate that partially the variables of product quality, service quality, product bundling, and packaging design have a positive and significant influence on customer loyalty at the Mie Gacoan Object in Madiun City.

Keywords: Product Quality, Service Quality, Product Bundling, Packaging Design, Customer Loyalty