

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan citra merek terhadap loyalitas pengguna layanan internet Faznet di Kota Padang. Latar belakang penelitian ini didasarkan pada meningkatnya persaingan industri penyedia layanan internet yang ditandai dengan banyaknya kompetitor serta penurunan pertumbuhan pelanggan Faznet pada tahun 2024. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 137 responden yang merupakan pelanggan Faznet di Kota Padang. Teknik pengambilan sampel menggunakan purposive sampling dengan kriteria pelanggan telah berlangganan minimal enam bulan, sedangkan analisis data dilakukan dengan regresi linier berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, demikian pula citra merek terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Secara simultan, kualitas produk dan citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan Faznet di Kota Padang. Temuan ini menegaskan bahwa peningkatan kualitas layanan serta penguatan citra merek merupakan faktor penting dalam mempertahankan dan meningkatkan loyalitas pelanggan.

Kata kunci: Kualitas Produk, Citra Merek, Loyalitas Pelanggan, Faznet

ABSTRACT

This study aims to analyze the effect of product quality and brand image on the loyalty of Faznet internet service users in Padang City. The background of this research is based on the increasing competition in the internet service provider industry, characterized by the growing number of competitors and the decline in Faznet's customer growth in 2024. This research employed a quantitative approach with a survey method by distributing questionnaires to 137 respondents who are Faznet customers in Padang City. The sampling technique used was purposive sampling with the criteria of customers who had subscribed for at least six months, while the data were analyzed using multiple linear regression with SPSS. The results showed that product quality had a positive and significant effect on customer loyalty, as did brand image, which also had a positive and significant effect on customer loyalty. Simultaneously, product quality and brand image positively and significantly influenced the loyalty of Faznet customers in Padang City. These findings emphasize that improving service quality and strengthening brand image are crucial factors in maintaining and increasing customer loyalty.

Keywords: *Product Quality, Brand Image, Customer Loyalty, Faznet*