

# **THE INFLUENCE OF PRODUCT QUALITY, CUSTOMER BONDING AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY (Case Study on Customers of Vira Hijab Bengkulu)**

**Student Name** : Dilla Syafiqah  
**Student ID Number** : 5404201263  
**Advisor** : Yunelly Asra, S.E., M.M  
**Student Institute** : State Polytechnic of Bengkulu

## **ABSTRACT**

The development of the hijab industry in the current era is very rapid. Indonesian people are increasingly interested in hijab which is part of Muslim women's fashion and this interest continues to increase day by day. In this study, researchers analyzed the influence of product quality, customer bonding and customer satisfaction on customer loyalty at Vira Hijab Bengkulu. This study uses a quantitative method using a non-probability sampling method with purposive sampling. The sample in this study was 100 respondents, data processing used the IBM SPSS version 26 application with multiple linear regression analysis testing which included validity tests, reliability tests, T-tests, F tests, and the coefficient of determination ( $R^2$ ). The results of this study indicate that: 1) product quality has a positive and significant effect on customer loyalty at Vira Hijab Bengkulu, 2) customer bonding has a positive and significant effect on customer loyalty at Vira Hijab Bengkulu, 3) customer satisfaction has a positive and significant effect on customer loyalty at Vira Hijab Bengkulu, 4) the coefficient of determination ( $R^2$ ) is 0.573. This means that product quality, customer bonding and customer satisfaction effect customer loyalty at Vira Hijab Bengkulu by 57.3% while the remaining 42.7% is influenced by other variables not examined in this study.

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