

**PENGARUH SERVICE PERFORMANCE, RELATIONSHIP MARKETING
DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN
SMARTPHONE OPPO DI KOTA PADANG**

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ABSTRAK

Penelitian ini menguji pengaruh *service performance* , *relationship marketing*, dan kualitas produk secara parsial terhadap loyalitas konsumen *smartphone Oppo* di Kota Padang. Pada penelitian ini jumlah sampel 100 responden. Metode pengumpulan data yang digunakan adalah metode *purposive sampling*. Metode penelitian yang dipakai yakni dengan regresi linear berganda, uji R, uji F-Statistik dan uji T-statistik, dengan bantuan program PLS. Hasil penelitian ditemukan bahwa *service performance dan relationship marketing* secara parsial tidak berpengaruh terhadap loyalitas konsumen *Smartphone Oppo* di Kota Padang, sedangkan kualitas produk berpengaruh signifikan terhadap loyalitas konsumen *Smartphone Oppo* di Kota Padang.

Kata Kunci : *Service performance, relationship marketing, kualitas produk, loyalitas konsumen*

**THE EFFECT OF SERVICE PERFORMANCE, RELATIONSHIP
MARKETING AND PRODUCT QUALITY TOWARDS CONSUMER
LOYALTY OF OPPO SMARTPHONE IN PADANG CITY**

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ABSTRACT

This study examines the effect of service performance, relationship marketing, and product quality partially on consumer loyalty of Oppo smartphones in Padang City. In this study, the sample size is 100 respondents. The data collection method used was purposive sampling method. The research method used is multiple linear regression, R test, F-statistical test and T-statistic test, with the help of the PLS program. The results showed that service performance and relationship marketing partially had no effect on the loyalty of Oppo Smartphone consumers in Padang City, while product quality had a significant effect on Oppo Smartphone consumer loyalty in Padang City.

Keywords: Service performance, relationship marketing, product quality, consumer loyalty