

## **ABSTRACT**

*This study aimed to analyze the effect of product quality, service quality, capability selling on loyalty customer continuous form printing with using customer satisfaction as mediator variable study on consumers Jadi Jaya Group, Semarang. The quality of continuous form products is to be considered consumers in making a purchase at Jadi Jaya Group. The strategy used by Jadi Jaya Group to maintain customer satisfaction with always consistently maintaining the quality of printed products that makes the company different from competitors and increase capability selling.*

*This study used non-probability sampling is used for judgmental sampling. Data were collected from 200 respondents selected using criteria that should have made a purchase of continuous form at least twice. The method analysis used in this research was Maximum Likelihood test using the program of AMOS version 21.0.*

*The results show that the product quality and service quality positive influence on customer satisfaction . Then, product quality and customer satisfaction has positive influence on loyalty customer buying continuous form at Jadi Jaya Group, Semarang.*

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