

ABSTRAK

Tujuan penelitian ini adalah untuk menguji adanya pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan secara simultan dan parsial pada Warung Ko-Vaitnam Singaraja. Penelitian ini merupakan penelitian kuantitatif kausal. Sampel yang diambil pada penelitian ini adalah pelanggan Warung Ko-Vaitnam Singaraja sebanyak 80 responden. Metode pengumpulan data menggunakan kuesioner. Analisis data dilakukan dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) Kualitas pelayanan dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan di Warung Ko-Vaitnam Singaraja, (2) Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Warung Ko-Vaitnam Singaraja, (3) Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Warung Ko-Vaitnam Singaraja.

Kata-kata kunci: kepuasan pelanggan, kualitas pelayanan, loyalitas pelanggan

ABSTRACT

The purpose of this study was to examine the effect of service quality and customer satisfaction on customer loyalty simultaneously and partially at Warung Ko-Vaitnam Singaraja. This research is a causal quantitative research. The samples taken in this study were the customers of Warung Ko-Vaitnam Singaraja as many as 80 respondents. Methods of data collection using a questionnaire. Data analysis was performed by multiple linear regression analysis. The results showed that: (1) Quality of service and customer satisfaction had a significant effect on customer loyalty at Warung Ko-Vaitnam Singaraja, (2) Quality of service had a positive and significant effect on customer loyalty at Warung Ko-Vaitnam Singaraja, (3) customer goals had an effect on positive and significant to customer loyalty at Warung Ko-Vaitnam Singaraja.

Keywords: *customer satisfaction, service quality, customer loyalty*