

**PENGARUH KUALITAS PELAYANAN DAN KEPUASAN
PELANGGAN TERHADAP LOYALITAS PELANGGAN
PADA KONSUMEN GRAB DI KOTA SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan, baik secara simultan maupun parsial. Rancangan penelitian yang digunakan adalah kuantitatif kausal. Subjek penelitian adalah konsumen Grab di Kota Singaraja serta objek penelitiannya yaitu kualitas pelayanan, kepuasan pelanggan, dan loyalitas pelanggan. Sampel penelitian sebanyak 100 orang. Data dikumpulkan dengan kuesioner, dan dianalisis dengan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa (1) kualitas pelayanan dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan (2) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan (3) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci: kualitas pelayanan, kepuasan pelanggan, loyalitas pelanggan

Abstract

This study was written to see the impact of service quality and customer satisfaction on customer loyalty, the impact simultaneously and partially. The research design used is causal quantitative. The research subjects are Grab consumers in Singaraja City and the research object is service quality and customer satisfaction and customer loyalty. The research sample is 100 people. Statistical needs have been obtained through a questionnaire, and analyzed through several linear regression evaluations. The results prove that (1) service quality and customer satisfaction have a significant impact on customer loyalty (2) customer quality has a positive and significant impact on customer loyalty and (3) customer satisfaction has a positive and significant impact on customer loyalty.

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