

PENGARUH KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN DI CLANDY'S SINGARAJA 3

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menguji tentang pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan di Clandy's Singaraja 3. Populasi penelitian ini adalah masyarakat di Kota Singaraja yang pernah datang dan membeli produk di Clandy's Singaraja 3 dan sampel penelitian berjumlah 120 orang. Pengujian ini dilakukan dengan bantuan program *SPSS 25 for windows*. Penelitian ini menggunakan variabel bebas yaitu kualitas pelayanan (X_1), dan kepuasan pelanggan (X_2), serta variabel terikat yaitu loyalitas pelanggan (Y). Teknik analisis data yaitu analisis regresi linear berganda. Hasil penelitian menunjukkan (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Clandy's Singaraja 3 (2) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan di Clandy's Singaraja 3 (3) kualitas pelayanan dan kepuasan pelanggan berpengaruh secara bersama-sama (simultan) berpengaruh signifikan terhadap loyalitas pelanggan di Clandy's Singaraja 3.

KATA KUNCI : kualitas pelayanan, kepuasan pelanggan, loyalitas pelanggan

ABSTRACT

This study aims to analyze and test the effect of service quality and customer satisfaction on customer loyalty at Clandy's Singaraja 3. The population of this study is the people in Singaraja City who have come and bought products at Clandy's Singaraja 3 and the research sample is 120 people. This test was carried out with the help of the SPSS 25 for windows program. This study uses the independent variables, namely service quality (X_1) and customer satisfaction (X_2), as well as the dependent variable, namely customer loyalty (Y). The data analysis technique is multiple linear regression analysis. The results showed (1) service quality had a positive and significant effect on customer loyalty in Clandy's Singaraja 3 (2) customer satisfaction had a positive and significant effect on customer loyalty in Clandy's Singaraja 3 (3) service quality and customer satisfaction had an effect together (simultaneously) has a significant effect on customer loyalty at Clandy's Singaraja 3.

KEY WORDS : service quality, customer satisfaction, customer loyalty