

**PENGARUH KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN
TERHADAP LOYALITAS PELANGGAN SPA
DI MAYA SANUR RESORT AND SPA**

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ABSTRAK

Pelaksanaan kegiatan meneliti ditujukan dalam menguji keberpengaruhan kualitas layanannya serta rasa puas pelanggan pada kelayalitan pelanggan *spa* di Maya Sanur *Resort and Spa*. Kualitas layanan serta rasa puasnya pelanggan menyalurkan dampak pada kelayalitan dan kepuasan pelanggan *spa* Maya Sanur Resort and Spa. Kegiatan meneliti kuantitatif kausatif digunakan sebagai desain penelitian. Pelanggan Maya Sanur Resort and Spa menjadi subjek kajian, dan objeknya adalah loyalitas pelanggan, kualitas layanan, serta kepuasan pelanggannya. Penggunaan metode non-probability sampling dimanfaatkan dalam pengambilan sampelnya yang berjumlah 88 responden. Dokumentasi dan kuesioner digunakan untuk mengumpulkan data, dan metode penganalisisan linier ganda digunakan untuk menganalisisnya. Perolehan yang didapati memeperlihatkan bahwasanya (1) kualitas pelayanan serta kepuasan pelanggan bersignifikan memengaruhi kelayalitan pelanggan *spa* Maya Sanur Resort and Spa, (2) kualitas pelayanan berpositif serta bersignifikan memengaruhi kelayalitan pelanggan *spa* Maya Sanur Resort and Spa, dan (3) Kepuasan pelanggan berpositif serta bersignifikan memengaruhi kelayalitan pelanggan *spa* Maya Sanur Resort and Spa.

Kata Kunci: Kepuasan Pelanggan, Kualitas Pelayanan, Loyalitas Pelanggan

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ABSTRACT

The implementation of the research activities is aimed at testing the influence of service quality and customer satisfaction on customer loyalty at Maya Sanur Resort and Spa. Service quality and customer satisfaction contribute to customer loyalty and satisfaction at Maya Sanur Resort and Spa. A quantitative causative research design was used for the study. Customers of Maya Sanur Resort and Spa were the subjects, and customer loyalty, service quality, and customer satisfaction were the objects of study. Non-probability sampling method was utilized with a sample size of 88 respondents. Documentation and questionnaires were employed to collect data, and multiple linear regression analysis was used for analysis. The findings indicate that (1) service quality and customer satisfaction significantly influence customer loyalty at Maya Sanur Resort and Spa, (2) service quality positively and significantly affects customer loyalty at Maya Sanur Resort and Spa, and (3) customer satisfaction positively and significantly influences customer loyalty at Maya Sanur Resort and Spa.

Keywords: Customer Satisfaction, Service Quality, Customer Loyalty