

ABSTRACT

Awalya Rahmallah Sarija (2026). *The Role Of Customer Satisfaction In Mediating Service Quality And Customer Trust On Customer Loyalty (Case Study At Melia Laundry Bali)*. Thesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

This thesis has been approved and examined by Advisor I : Prof. Putu Indah Rahmawati, M.Bis., Ph.D. and Advisor II : Trianasari, M.M., Ph.D.

Competition in the laundry service industry is becoming increasingly intense, requiring business operators to retain customers by providing high-quality services and building relationships based on trust. Customer loyalty is a key factor in business sustainability, particularly because laundry businesses rely heavily on repeat purchases and customer recommendations. However, loyalty does not form instantly; rather, it is influenced by customer experiences, especially their perceptions of service quality and their level of trust in the service provider. Therefore, this study aims to analyze the effect of service quality and customer trust on customer loyalty, as well as to examine the role of customer satisfaction as a mediating variable at Melia Laundry in Denpasar City.

This study employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to customers at three Melia Laundry branches in Denpasar City. The research design is causal, with sampling conducted using a purposive sampling technique. The research instrument was tested for validity and reliability prior to data collection. Furthermore, the data were analyzed using the Partial Least Squares Structural Equation Modeling (SEM-PLS) method to examine both direct and indirect relationships among variables, including the mediating effect of customer satisfaction.

The results indicate that service quality has a positive and significant effect on both customer satisfaction and customer loyalty. Customer trust is also found to have a positive and significant effect on customer satisfaction and customer loyalty. In addition, customer satisfaction serves as a partial mediating variable in the relationship between service quality and customer loyalty, as well as between customer trust and customer loyalty. These findings suggest that improving customer loyalty can be achieved by enhancing service quality and strengthening customer trust, which in turn will sustainably foster customer satisfaction..

Keywords: Service Quality, Customer Trust, Customer Satisfaction, Customer Loyalty, SEM-PLS

ABSTRAK

Awalya Rahmallah Sarija (2026). *Peran Kepuasan Pelanggan Memediasi Kualitas Pelayanan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus Pada Melia Laundry Bali)*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I : Prof. Putu Indah Rahmawati, M.Bis., Ph.D. dan Pembimbing II : Trianasari, M.M., Ph.D.

Persaingan yang semakin ketat dalam industri jasa *laundry* menuntut pelaku usaha untuk mampu mempertahankan pelanggan melalui penyediaan layanan berkualitas dan pembangunan hubungan berbasis kepercayaan. Loyalitas pelanggan menjadi faktor kunci dalam keberlangsungan usaha, terutama karena bisnis *laundry* sangat bergantung pada pembelian ulang dan rekomendasi pelanggan. Namun, loyalitas tidak terbentuk secara instan, melainkan dipengaruhi oleh pengalaman pelanggan, khususnya persepsi terhadap kualitas pelayanan dan tingkat kepercayaan kepada penyedia jasa. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan kepercayaan pelanggan terhadap loyalitas pelanggan, serta menguji peran kepuasan pelanggan sebagai variabel mediasi pada Melia Laundry di Kota Denpasar.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada pelanggan pada tiga cabang Melia Laundry di Kota Denpasar. Desain penelitian bersifat kausal dengan teknik pengambilan sampel menggunakan metode *purposive sampling*. Instrumen penelitian telah diuji validitas dan reliabilitasnya sebelum digunakan dalam pengumpulan data. Selanjutnya, data dianalisis menggunakan Model Persamaan Struktural berbasis *Partial Least Squares* (SEM-PLS) untuk menguji hubungan langsung dan tidak langsung antar variabel, termasuk pengaruh mediasi kepuasan pelanggan.

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan serta loyalitas pelanggan. Kepercayaan pelanggan juga terbukti berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan loyalitas pelanggan. Selain itu, kepuasan pelanggan berperan sebagai variabel mediasi parsial dalam hubungan antara kualitas pelayanan dan loyalitas pelanggan, serta antara kepercayaan pelanggan dan loyalitas pelanggan. Temuan ini mengindikasikan bahwa peningkatan loyalitas pelanggan dapat dicapai melalui peningkatan kualitas pelayanan dan penguatan kepercayaan pelanggan, yang secara berkelanjutan akan mendorong terciptanya kepuasan pelanggan.

Kata-kata kunci: Kualitas Layanan, Kepercayaan Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan, SEM-PLS