

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY (CASE STUDY IN MODISTE INDEPENDENT TAILOR BUSINESS WAY KANDIS BANDAR LAMPUNG)

By

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This study aims to obtain an overview of service quality and customer satisfaction on customer loyalty at Mandiri Modiste tailors such as (1) Knowing the effect of service quality on customer loyalty (2) Knowing the effect of customer satisfaction on customer loyalty (3) Knowing which effect is between quality services and customer satisfaction which is more influential on customer loyalty. The number of samples in this study were 52 people/respondents (rounded off from 51.69) all of whom were in the city of Bandar Lampung. The sampling technique used is non-probability sampling with a purposive sampling approach as defined by (Ferdinandand 2014), that is, the researcher has a purposive sample subjectively and collects data using 3 methods, namely Interview, Questionnaire and Observation. The results showed that (1) service quality is not significant to customer loyalty (2) customer satisfaction has a positive and significant effect on customer loyalty (3) service quality is not significant to customer loyalty. However, customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: *Service Quality, Customer Satisfaction, Customer Loyalty*

ABSTRAK

PENGARUH KUALITAS PELAYANAN JASA DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN (STUDI KASUS PADA USAHA PENJAHIT MANDIRI MODISTE WAY KANDIS BANDAR LAMPUNG)

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Penelitian ini bertujuan untuk memperoleh gambaran mengenai kualitas pelayanan jasa dan kepuasan pelanggan terhadap loyalitas pelanggan di penjahit Mandiri Modiste seperti (1) Mengetahui pengaruh kualitas pelayanan jasa terhadap loyalitas pelanggan (2) Mengetahui pengaruh kepuasan pelanggan terhadap loyalitas pelanggan (3) Mengetahui pengaruh manakah antara kualitas pelayanan jasa dan kepuasan pelanggan yang lebih berpengaruh terhadap loyalitas pelanggan. Jumlah sampel pada penelitian ini adalah 52 orang/responden (pembulatan dari 51,69) yang seluruhnya berada di Kota Bandar Lampung. Teknik pengambilan sampel yang di gunakan adalah *non probability sampling* dengan pendekatan *purposive sampling* yang di definisikan oleh (Ferdinand 2014) yaitu peneliti memiliki sampel purposive secara subyektif dan pengumpulan data menggunakan 3 metode yaitu *Interview* (wawancara), Kuisisioner (Angket) dan Observasi. Hasil penelitian menunjukkan bahwa (1) Kualitas pelayanan tidak signifikan terhadap loyalitas pelanggan (2) Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan (3) Kualitas pelayanan tidak signifikan terhadap loyalitas pelanggan namun terdapat kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci: Kualitas Pelayanan Jasa, Kepuasan Pelanggan, Loyalitas Pelanggan