

## **ABSTRACT**

*This research is conducted to identify influence of five dimensions of service quality (empathy, responsiveness, assurance, tangibility, and reliability) through the customer satisfaction on customer loyalty of Ranch Market Galaxy Mall in Surabaya. This study also aims to know that quality especially service is important to the supermarket' future.*

*This is a quantitative and causal type research. Data obtained is processed using Structural Equation Modelling (SEM), with LISREL as the software. Sample characteristics uses in this study are the customers who shop in the Ranch Market Galaxy Mall in Surabaya. Primary data is obtained from questionnaires that are distributed to 170 respondents.*

*The result indicated that all of the dimensions of the service quality significantly influence the customer satisfaction and reach the customer loyalty for the next. Service Quality (SERVQUAL) has significantly effect to the customer satisfaction. Customer satisfaction has significantly impact to the customer loyalty (WOM and repurchase intention).*

*Keywords: service quality, customer satisfaction, customer loyalty, word of mouth (WOM), repurchase intention.*