

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh faktor-faktor (*Service Quality, Customer Satisfaction, Customer Loyalty*). Pada penelitian sebelumnya masih relevan digunakan pada saat ini. Objek yang diambil adalah The Emdee Skin Clinic Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini adalah 150 responden yang pernah membeli produk, melakukan perawatan, pernah menunggu, dan pernah memberi komplain di The Emdee Skin Clinic Surabaya minimal 1 tahun terakhir. Teknik pengambilan sampel penelitian ini adalah non-probability sampling. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode *Structural Equation Modeling (SEM)* dengan bantuan *Analisis of moment structures (AMOS 16)*.

Hasil penelitian ini menunjukkan bahwa adanya hubungan yang signifikan yaitu antara *Perceived Service Quality* terhadap *Customer Satisfaction*, *Perceived Service Quality* terhadap *Word-of-Mouth*, *Perceived Service Quality* terhadap *Purchase Intentions* Lalu *customer satisfaction* mempunyai hubungan terhadap *Word-of-Mouth*, *customer satisfaction* mempunyai hubungan terhadap *Purchase Intentions*.

Kata kunci: *Perceived Service Quality, Customer Satisfaction, Customer Loyalty*

ABSTRACT

This study aimed to identify and analyse how much influence (Service Quality, Customer Satisfaction, Customer Loyalty. On previous research relevant infor-used at this time. Object taken is The Emdee Skin Clinic Surabaya.

The data used in research is primary data obtained from questionnaires. Respondent in this study were 150 respondents who've bought a Product, done Treatment, waited, and gave complain to The Emdee Skin Clinic Surabaya.at least 1 year. The sampling technique of this study was non-probability sampling. This study uses a quantitative approach through statistical analysis. Tests conducted using Structural Equation Modeling(SEM) with the help of analysis of moment structures(AMOS 16).

These results indicate that have a significant relationship is between Perceived Perceived Service Quality to Customer Satisfaction, Perceived Perceived Service Quality to Word-of-Mouth, Perceived Perceived Service Quality to Purchase Intentions. Customer satisfaction have a significant relationship to the Word-of-Mouth, customer satisfaction have a significant relationship to the Purchase Intentions.

Key words: Perceived Service Quality, Customer Satisfaction, Customer Loyalty