

INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh dimensi *service quality* (*empathy*, *reliability*, *responsiveness*, *tangibility*, dan *assurance*) terhadap *customer loyalty* melalui *customer satisfaction* pada Toko Buku Centra Media. Jenis penelitian yang digunakan adalah jenis penelitian *basic research* yang termasuk dalam tipe penelitian kausal.

Responden dalam penelitian ini berjumlah 150 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 21.0 *for Windows* serta AMOS versi 22.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*. Hasil penelitian ini menunjukkan bahwa hipotesis 1, 4, 6 dan 7 telah terdukung dan berpengaruh positif signifikan yaitu *empathy* berpengaruh positif signifikan terhadap *customer satisfaction*, *tangibility* berpengaruh positif signifikan terhadap *customer satisfaction*, dan *customer satisfaction* berpengaruh positif signifikan terhadap *repurchase intention* dan *word of mouth*. Sedangkan tiga hipotesis tidak terdukung dan tidak signifikan yaitu *reliability*, *responsiveness*, dan *assurance* berpengaruh negatif signifikan terhadap *customer satisfaction*.

Kata kunci : *service quality dimensions*, *customer satisfaction*, *repurchase intention*, *word of mouth*

ABSTRACT

This study aims to prove the influence of service quality dimensions (empathy, reliability, responsiveness, tangibility, and assurance) to customer loyalty through customer loyalty for Toko Buku Centra Media. This type of basic research research that is included in the type of causal research.

Respondents in this study amounted to 150 peoples. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 21.0 for Windows and Amos version 22.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that hypothesis 1, 4, 6 and 7 were supported and have positive significantly effect such as empathy has positive and significant effect on customer satisfaction, tangibility has positive and significant effect on customer satisfaction, and customer satisfaction has positive and significant effect on repurchase intention and word of mouth. For hypothesis 3 were not supported and does not significant that is reliability, responsiveness and assurance has negative and significant effect on customer satisfaction.

Keywords: service quality dimensions, customer satisfaction, repurchase intention, word of mouth