

## INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh antara *employee satisfaction* terhadap *customer satisfaction* dan *customer loyalty* restoran keluarga di Surabaya. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* yang merupakan teknik pengambilan sampel berdasarkan pertimbangan atau penilaian pribadi peneliti terkait dengan karakteristik populasi yang sesuai untuk dijadikan sampel penelitian.

Responden dalam penelitian ini berjumlah 210 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta AMOS versi 22.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*. Hasil penelitian ini menunjukkan bahwa hipotesis 1 dan 3 telah terdukung dan berpengaruh positif signifikan yaitu *employee satisfaction* berpengaruh positif signifikan terhadap *customer satisfaction*, *Customer satisfaction* berpengaruh positif signifikan terhadap *customer loyalty*. Sedangkan hipotesis 2 tidak terdukung dan tidak signifikan yaitu *employee satisfaction* berpengaruh positif signifikan terhadap *customer satisfaction*.

Kata kunci : *employee satisfaction*, *customer satisfaction* dan *customer loyalty*.



## ABSTRACT

*This study aims to prove the effect of employee satisfaction towards customer satisfaction and customer loyalty intentions for family restaurants respondents' in Surabaya. This type of research is causal research with quantitative approach. This study using purposive sampling approach, which is a sampling technique based on the consideration or personal judgment of researchers associated with the characteristics of the population according to the research sample.*

*Respondents in this study amounted to 210 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 22.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that hypothesis 1 and 3 were supported and have positive significantly effect such as employee satisfaction has positive and significant effect on customer satisfaction, customer satisfaction has positive and significant effect on customer loyalty. For hypothesis 2 were not supported and does not have positive significantly effect that is employee satisfaction has positive and significant effect on customer loyalty.*

*Keywords: employee satisfaction, customer satisfaction and customer loyalty.*

