

## INTISARI

Tujuan dari penelitian ini adalah untuk mengetahui adanya perbedaan tingkat *Logistic Service Quality* pada Hypermart di Royal Plaza dan Hypermart di East Coast Mall dan untuk mengetahui pengaruh *Logistic Service Quality* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada Hypermart di Royal Plaza dan Hypermart di East Coast Mall. Untuk mengukur kepuasan dan loyalitas pelanggan maka digunakan *Logistic Service Quality* dengan dua dimensi yaitu *Logistic Service Quality Operational* dan *Logistic Service Quality Relational*.

Pada penelitian ini digunakan pendekatan kuantitatif dengan membagikan kuesioner kepada 100 responden pelanggan Hypermart Royal Plaza dan 100 responden pelanggan Hypermart East Coast Mall. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dan uji anova.

Hasil Penelitian ini menunjukkan bahwa terdapat perbedaan tingkat *Logistic Service Quality* pada Hypermart Royal Plaza dan Hypermart East Coast Mall. Selain itu penelitian ini menunjukkan bahwa variabel *Logistic Service Quality* berpengaruh signifikan positif terhadap *Customer Satisfaction* dan *Customer Loyalty* Hypermart Royal Plaza dan Hypermart East Coast Mall.

Kata Kunci : *Logistic Service Quality*, *Customer Satisfaction*, *Customer Loyalty*.

## ABSTRACT

*The purpose of this study is to determine the difference level of Logistic Service Quality Hypermart Royal Plaza and Hypermart East Coast Mall and to determine the effect of Logistic Service Quality on Customer Satisfaction and Customer Loyalty Hypermart Royal Plaza and Hypermart East Coast Mall. To measure Customer Satisfaction and Customer Loyalty the used Logistic Service Quality with two dimension that is Logistic Service Quality Operational and Logistic Service Quality Relational.*

*In this research use quantitative approach by distributing questionnaires to 100 responden of Hypermart Royal Plaza customers and 100 responden of Hypermart East Coast Mall customers. Data analysis technique used is multiple linear regression analysis and anova test.*

*The results indicate that are differences level Logistic Service Quality on Hypermart Royal Plaza and Hypermart East Coast Mall. In addition, this study determine that the variable Logistic Service Quality has a significant positive effect on Customer Satisfaction and Customer Loyalty Hypermart Royal Plaza and Hypermart East Coast Mall.*

*Keyword : Logistic Service Quality, Customer Satisfaction, Customer Loyalty.*