

INTISARI

Tujuan penelitian ini untuk mengetahui pengaruh *service quality* terhadap *customer satisfaction* dan *customer loyalty* serta *customer satisfaction* terhadap *customer loyalty* di Pusat Otomotif Terpadu Surabaya.

Penelitian ini dianalisis menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan AMOS. 100 responden diambil dari pelanggan yang pernah berkunjung untuk membeli produk dan layanan di bengkel Pusat Otomotif Terpadu Surabaya minimal 2 kali dalam kurung waktu 1 tahun terakhir.

Hasil penelitian ini menemukan *service quality* memiliki pengaruh positif dan signifikan terhadap *customer satisfaction* dan *customer loyalty*. Serta *customer satisfaction* juga memiliki pengaruh positif dan signifikan terhadap *customer loyalty*.

Kata kunci: *service quality*, *customer satisfaction*, *customer loyalty*.



ABSTRACT

The purpose of the study is to certain the influence of service quality towards the customer satisfaction and customer loyalty, also the influence of customer satisfaction towards customer loyalty in Pusat Otomotif Terpadu Surabaya.

The research was analyzed using Structural Equation Modelling (SEM) and the statistical package for Social Sciences (SPSS) version 18 and AMOS. 100 respondents were chosen from the customers which had been purchased the product and used the service in Pusat Otomotif Terpadu Surabaya in the last 1 year.

The result of the research indicates that service quality have positive and significant influence on customer satisfaction and customer loyalty. Also, customer satisfaction has positive and significant influence too on customer loyalty.

Keywords: service quality, customer satisfaction, customer loyalty.

