ABSTRACT

EFFECT ON THE DIMENSIONS OF SERVICE CUSTOMER LOYALTY LARIS LAUNDRY Bandar Lampung

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The development of fast growing businesses that require firms, One company that sells products services company engaged in the laundry. The success of a company depends on the marketing activities of the company, therefore, researchers interested in conducting research in Laris Laundry Bandar Lampung.

The problems faced by Laris Laundry income Laris Laundry is still tends to fluctuate which may tend to interfere with the company's revenue. This is an indication of Laris Laundry service dimension in Bandar Lampung less going well, so formulated the problem "Does the service dimension effect on customer loyalty Laris Laundry Bandar Lampung ".

The hypothesis is Influence service dimension positive effect on customer loyalty Laris Laundry Bandar Lampung, in this study found the results of quantitative analysis proved that the variable dimensions of Assurance (X3) providing the most impact for consumers to make the Customer Loyalty while variable dimensions Emphaty (X4) gives The smallest influence for Customer Loyalty (Y). Results of multiple linear regression analysis to prove that effect Dimensions influence on Customer Loyalty Services Laundry Laris by R2 = 0.551, which means the contribution of variable X plays a role in influencing each variable Y of 55.1% and the remaining 44.9% is influenced by other variables not identified in this research.

Suggestions researchers for leadership Laris Laundry Bandar Lampung should be improved rub so that slippery so that consumers continue to grow and improve the quality of existing services become increasingly better by accelerating the washing process with excellent results and the more interesting of the atmosphere of a cozy room that consumers can feel more satisfied

Keywords: Dimensions of Service and Customer Loyalty