

## ABSTRACT

### THE EFFECT OF EMPLOYEES PERFORMANCE AND PHYSICAL EVIDENCE TO CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT ABADI SERVICE WORKSHOP TAMBAHREJO,GADINGREJO, PRINGSEWU 2017

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This research is based on low customer loyalty. The purpose of this study is to determine the effect of employee performance and physical evidence on customer loyalty through customer satisfaction of "Abadi Service" workshop at Tambahrejo, Gadingrejo, Pringsewu District 2017. The method used in this research is verification descriptive with ex post facto approach and survey. The population in this study amounted to 1,643 customers. The samples obtained about 94 customers and sampling technique is probability sampling with proportional random sampling. The result of this research shows that there are some effect: 1. Employee performance to customer satisfaction 2. Effect of physical evidence on customer satisfaction 3. Employee performance and physical evidence 4. Employee performance to customer loyalty 5. Physical evidence to customer loyalty 6. Customer satisfaction with customer loyalty 7. Employee performance to customer loyalty through customer satisfaction 8. Physical evidence on customer loyalty through customer satisfaction 9. Employee performance and physical evidence together to customer satisfaction 10. Employee performance, physical evidence, and customer satisfaction simultaneously to customer loyalty.

Keywords: employee performance, physical evidence, customer satisfaction, and customer loyalty

## **ABSTRAK**

### **PENGARUH KINERJA KARYAWAN DAN *PHYSICAL EVIDENCE* TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN BENGKEL ABADI SERVICE TAMBAHREJO, KEC. GADINGREJO, KAB. PRINGSEWU 2017**

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Penelitian ini dilatar belakangi oleh loyalitas pelanggan yang rendah. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kinerja karyawan dan *physical evidence* terhadap loyalitas pelanggan melalui kepuasan pelanggan bengkel “Abadi Service” Tambahrejo, Kec. Gadingrejo, Kab. Pringsewu 2017. Metode yang digunakan dalam penelitian ini adalah deskriptif verifikatif dengan pendekatan *ex post facto* dan *survey*. Populasi dalam penelitian ini berjumlah 1.643 pelanggan. Sampel yang diperoleh adalah 94 pelanggan dan teknik pengambilan sampel yaitu *non probability sampling* dengan metode pengambilan sampelnya menggunakan *Accidental Sampling*. Hasil penelitian menunjukkan bahwa: 1. Ada pengaruh kinerja karyawan terhadap kepuasan pelanggan 2. Ada pengaruh *physical evidence* terhadap kepuasan pelanggan 3. Ada hubungan kinerja karyawan dan *physical evidence* 4. Ada hubungan kinerja karyawan terhadap loyalitas pelanggan 5. Ada hubungan *physical evidence* terhadap loyalitas pelanggan 6. Ada hubungan kepuasan pelanggan terhadap loyalitas pelanggan 7. Ada hubungan kinerja karyawan terhadap loyalitas pelanggan melalui kepuasan pelanggan 8. Ada hubungan *physical evidence* terhadap loyalitas pelanggan melalui kepuasan pelanggan 9. Ada hubungan kinerja karyawan dan *physical evidence* secara bersama-sama terhadap kepuasan pelanggan 10. Ada hubungan kinerja karyawan, *physical evidence*, dan kepuasan secara simultan pelanggan terhadap loyalitas pelanggan.

**Kata Kunci :** kinerja karyawan, *physical evidence*, kepuasan pelanggan, dan loyalitas pelanggan