

ABSTRAK

PENGARUH KUALITAS LAYANAN JASA TERHADAP LOYALITAS PELANGGAN WARUNK UPNORMAL BANDAR LAMPUNG

Oleh
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Penelitian ini bertujuan untuk mengetahui besarnya pengaruh *tangible*, *reliability*, *responsiveness* dan *assurance* terhadap loyalitas pelanggan. Jenis penelitian yang digunakan adalah *eksplanatory research* dengan pendekatan kuantitatif. Lokasi penelitian di Warunk Upnormal Bandar Lampung dengan sampel sebanyak 100 responden. Metode pengumpulan data kuesioner. Analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linear berganda. Pengujian hipotesis menggunakan uji t, uji F dan uji r^2 . Pada penelitian ini dapat diketahui bahwa secara parsial variabel *tangible* (X1) dan *assurance* (X4) berpengaruh signifikan terhadap loyalitas pelanggan (Y). Secara simultan *tangible* (X1), *reliability* (X2), *responsiveness* (X3) dan *assurance* (X4) berpengaruh signifikan terhadap loyalitas pelanggan (Y). Nilai koefisien r^2 dengan melihat nilai *r Square* sebesar 0,403 atau 40%.

Kata Kunci: *Tangible*, *Reliability*, *Responsiveness*, *Assurance* dan Loyalitas Pelanggan.

ABSTRAK

SERVICE QUALITY ON CUSTOMER LOYALTY WARUNK UPNORMAL BANDAR LAMPUNG

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The study aimed to determine is to know the influence of tangible, reliability, responsiveness and assurance on customer loyalty. The type of research used is explanatory research with quantitative approach. The research location in Warunk Upnormal in Bandarlampung with a sample of 100 respondents. Questionnaire data collection method. Data analysis used is descriptive analysis and multiple linear regression analysis. Hypothesis testing using t test, F test and r^2 test. In this study it can be seen that partially tangible (X1) and assurance (X4) variables have a significant effect on customer loyalty (Y). Simultaneously tangible (X1), reliability (X2), responsiveness (X3) and assurance (X4) have a significant effect on customer loyalty (Y). r^2 coefficient value by looking at the r Square value of 0.403 or 40%.

Keywords: Tangible, Reliability, Responsiveness, Assurance and Loyalty Customer.