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**PENGARUH *SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY* DI  
CHATIME MALL KOTA BANDUNG**

**(Survei terhadap konsumen di Chatime Mall Kota Bandung)**

**SKRIPSI**

**Diajukan Untuk Memenuhi Salah Satu Persyaratan Mendapatkan Gelar Sarjana  
Pada Program Studi Manajemen Pemasaran Pariwisata**



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***PENGARUH SERVICE QUALITY TERHADAP CUSTOMER LOYALTY***

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**PENGARUH *SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY***

(Survei terhadap konsumen Chatime di Mall Kota Bandung)

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## ABSTRAK

Geri Aprian Saputra (1604405), “Pengaruh *Service Quality* terhadap *Customer Loyalty*” (Survei terhadap konsumen Chatime di Mall Kota Bandung) di bawah bimbingan Gitasiswhara, SE.Par.,MM dan Sulastri, S.Pd.,M.S.Stat.,MM.

Penelitian ini bertujuan untuk mengetahui Gambaran *Service Quality*, *Customer Loyalty* dan mengetahui Pengaruh *Service Quality* terhadap *Customer Loyalty* di Chatime Mall Kota Bandung. Jenis penelitian yang digunakan yaitu Deskriptif dan Verifikatif dengan metode yang digunakan adalah *Explanatory Survey*. Sampel dalam penelitian ini sebanyak 150 responden yang dibagi menjadi 5 bagian *outlet* Chatime di Mall Kota Bandung, sampel diambil dengan menggunakan teknik *Dispropotional Stratified Random Sampling*. Analisis statistik yang digunakan dalam penelitian ini yaitu teknik analisis Regresi Linear Berganda dengan bantuan aplikasi SPSS 20 for Windows. Berdasarkan pengujian diperoleh hasil bahwa terdapat pengaruh secara simultan antara *service quality* terhadap *customer loyalty*. Dan secara parsial *service quality* yang memiliki 5 dimensi yaitu *tangible*, *empathy*, *responsiveness*, *reliability*, *assurance* memiliki pengaruh sebanyak 3 dimensi diantaranya *tangible*, *reliability*, *assurance* terhadap *customer loyalty*, sedangkan 2 dimensi lainnya yaitu *empathy* dan *responsiveness* tidak memiliki pengaruh secara parsial terhadap *customer loyalty*.

Kata kunci: *Service Quality*, *Customer Loyalty*

## ABSTRACT

*Geri Aprian Saputra (1604405), "The Effect of Service Quality on Customer Loyalty" (Survey of Chatime consumers in Bandung City Mall) under the guidance of Gitasiswhara, SE.Par., MM and Sulastri, S.Pd., M.S.Stat., MM.*

*This study aims to determine the description of Service Quality, Customer Loyalty and to know the effect of Service Quality on Customer Loyalty at Chatime Mall, Bandung City. The type of research used is descriptive and verification with the method used is the explanatory survey. The sample in this study were 150 respondents who were divided into 5 sections of the Chatime outlet in Bandung City Mall, the sample was taken using the Disproportional Stratified Random Sampling technique. The statistical analysis used in this study is the Multiple Linear Regression analysis technique with the help of the SPSS 20 for Windows application. Based on the test, the results show that there is a simultaneous influence between service quality and customer loyalty. And partially service quality which has 5 dimensions, namely tangible, empathy, responsiveness, reliability, assurance has 3 dimensions including tangible, reliability, assurance on customer loyalty, while the other 2 dimensions, empathy and responsiveness, have no partial effect on customer loyalty.*

*Keywords: Service Quality, Customer Loyalty*

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