

ABSTRACT

Yoga Prastyo, *The Effect of Service Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable in the Surabaya Telu Coffee Shop Study*. Under the guidance of Bambang Setiyo Pambudi, S.E., M.M.

This study aims to determine the effect of service quality on customer loyalty through customer satisfaction as an intervening variable (Surabaya coffee shop study). Sampling in this study used non-probability sampling with purposive sampling technique. The results of this study indicate the dimensions of customer quality, namely Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), and Empathy (empathy) have a direct effect on customer satisfaction, customer satisfaction has a direct effect on customer loyalty, the dimension of quality has an indirect effect on customer loyalty through customer satisfaction.

Keywords: Tangibles, Reliability, Responsiveness, Assurance, Empathy, customer loyalty and customer satisfaction.

ABSTRAK

Yoga Prastyo, Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui kepuasan pelanggan sebagai variabel intervening (Studi Pada Warung Kopi Telu Surabaya). Dibawah bimbingan Bambang Setiyo Pambudi, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui tentang pengaruh kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening (studi warung kopi telu surabaya). Pengambilan sampel pada penelitian ini menggunakan non-probability sampling dengan teknik purposive sampling. Hasil dari penelitian ini menunjukkan dimensi kualitas pelanggan yaitu Tangibles (bukti fisik), Reliability (reliabilitas), Responsiveness (daya tanggap), Assurance (jaminan), dan Empathy (empati) berpengaruh langsung terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh langsung terhadap loyalitas pelanggan, dimensi kualitas berpengaruh secara tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci : Tangibles, Reliability, Responsiveness, Assurance, Empathy, loyalitas pelanggan dan kepuasan pelanggan.