

ABSTRACT

Faishal, SE., 130261100006. THE IMPACT OF SERVICE QUALITY TO CUSTOMER SATISFACTION AND CUSTOMER LOYALTY (Studi Pada PT. POS Indonesia Cabang Pamekasan). ADVISING BY Dr. H. Muh. Syarif, Drs. Ec., M.Si. and Dr. Mohammad Arief, Drs.Ec., M.Si

This Study wanted to analyne the impact of service quality to customer satisfaction and customer loyalty (study at Indonesia Post Office Branch Pamekasan). This study was used causal method.

The population of this study is the customer of Indonesia Post Office Branch Pamekasan and this study was used sampling design which got 105 respondents. In this study, the writer was used accidental sampling and purposive sampling. The data processing technique was used the Structural Equation Modelling (SEM) to AMOS program version 22.

The service quality consisted of several dimensions. They were: reliability, responsiveness, assurance, tangible, and emphaty. The SEM analysis result had fulfilled criteria of goodness of fit index, it swowed that nilai Chi-square= 85.565; Significance probability = 0,372; RMSEA = 0,017; CMIN/DF = 1.031; TLI = 0,981; CFI = 0,984; GFI = 0,986 dan AGFI = 0,928. The result of analysis shown that service quality (reliability, responsiveness, assurance, emphaty, dan tangibles) is significant influential to customer satisfaction and customer loyalty.

Keyword: reliability, responsiveness, assurance, emphaty, tangibles, customer satisfaction, customer loyalty.

ABSTRAK

Faishal, SE., 130261100006. PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN (Studi Pada PT. POS Indonesia Cabang Pamekasan). Dibimbing oleh Dr. H. Muh. Syarif, Drs. Ec., M.Si. dan Dr. Mohammad Arief, Drs.Ec., M.Si

Tujuan penelitian ini adalah untuk menganalisa pengaruh kualitas pelayanan terhadap kepuasan pelanggan dan loyalitas pelanggan (studi pada PT. POS Indonesia Cabang Pamekasan). Penelitian ini menggunakan metode kausal.

Populasi penelitian ini adalah pelanggan PT. POS Indonesia Cabang Pamekasan dan Sampel dalam penelitian ini adalah 105 orang responden. Metode pengambilang sampel yang digunakan adalah *accidental sampling* serta *purposive sampling*. Teknik pengolahan data yang digunakan adalah *Structural Equation Modelling (SEM)* pada program AMOS versi 22.

Kualitas pelayanan terdiri dari beberapa dimensi, yaitu: *reliability*, *responsiveness*, *assurance*, *tangible*, dan *emphaty*. Hasil analisis SEM memenuhi kriteria *Goodness of Fit Index*, yaitu sebagai berikut : nilai *Chi-square*= 85.565; *Significance probability* = 0,372; RMSEA = 0,017; CMIN/DF = 1.031; TLI = 0,981; CFI = 0,984; GFI = 0,986 dan AGFI = 0,928. Hasil analisis data menunjukkan bahwa kualitas pelayanan (*reliability*, *responsiveness*, *assurance*, *emphaty*, dan *tangibles*) berpengaruh signifikan terhadap kepuasan pelanggan dan loyalitas pelanggan.

Kata Kunci : Kualitas Produk, *Reliability*, *Responsiveness*, *Assurance*, *Emphaty*, *Tangibles*, Kepuasan Pelanggan, dan Loyalitas Pelanggan.