

ABSTRACT

Although the performance of services is done at an operative level, understanding the application of service quality measures has become the center of attention for the strategic, tactical, and operative business activities of companies. To materialize it, companies always do some action to enhance their quality service and catch the customer insight to win the competition with offer the good service to fulfill a costumer desire and make costumer become more loyal for them. Therefore, research needs to be conducted to identify those issues.

This research examines the effect between service quality variable, satisfied and customer loyalty to PT. Cahaya Buana Baru. This Research is a quantitative explanative in nature. The five dimensions of SERVQUAL of Parasuraman' concepts which include tangible, reliability, responsiveness, assurance and empathy were developed. The questionnaire was distributed to customers of PT. Cahaya Buana Baru. Both primary and secondary data were obtained. Secondary data were obtained from various sources such as journal, and books. Primary data were obtained by using questionnaire. Using accidental sampling technique, a total of 88 responses were obtained. Data were examined using both descriptive and statistical analysis such as validity and reliability test, normality, F test, t test, linear regression analysis,.

Using path analysis, it was found that empathy has influence on satisfaction and loyalty. Furthermore, guarantee and satisfaction have influence on loyalty. The researcher suggests that providing customer service training to employees, especially front liner employees, on a regular basis.

MERCU BUANA