

ABSTRACTION

Winny Astri Susanti, The effect of Satisfication and Service Quality toward to the Customers Loyalty at Disctarra Pondok Indah Mall 1.

Disctarra is a local retailer on entertainment area which donimate the Indonesian market, disctarra has 68 outlet in Indonesia and realize that todays competition is very competetive. There for Disctarra is trying hard to improved their quality and self fixed to improved the "Beyond Service Excellence" concept which is the Disctarra mission.

The aim and purpose of this reaserch is to find out and analize (1) the picture of the service quality, customers satisfication and customers loyalty; (2) the effect of the service quality toward to the customers satisfication; (3) the effect of the customers satisfication toward to the customers loyalty; (4) the realiton between customers satisfication and service quality in simultan way toward to the loyalty of the Disctarra customers.

This reaserch is undertaken at Disctarra Pondok Indah Mall 1, this reaserch is using survei method which is descriptive character, with 50 samples are taken and using regetion and corelation analisys.

From the reaserch result it is known that the large effect in simultan ways between the service quality and the customers satisfication toward to the customers loyalty is quite strong. This matters can be seen from the simultaneous way of contributon of X1 and X2 variabel toward to $Y = 46,78\%$ and the rest is $53,22\%$ definitived by others variabel. From this reaserch result we can find several consecution : (1) the large effect of the service quality variabel toward to the customers satisfication is 0.627 while the contibution of the X1 variabel toward to the Y is 39.31% and the rest is definitived by other variabel. This data give an information that the service quality variabel give strong effect to the customers satisfication. (2) the large effect of the customers satisfication toward to the customers loyalty is 0.642 and the contribution of the X2 variabel toward to the Y is 41.21% and the rest is definitived by other variabel. This data give an information that customers satisfication variabel give strong effect to the customers loyalty. (3) the large relation between the service quality variabel to the customers satisfication is 0.725 and the contribution of the X1 and X2 variabel is 52.56% and the rest is definitived by other variabel. This data give an information that the quality service variabel had strong effect to the customers satisfication. Based on the research result, came this advise : (1) to improve the crew skill, give them a usefull training to upgrade the knowledge and skill that alredy exist. (2) to improve the crew welfare honest and transparent. (3) to arrange the program priority scale that shall emerged so can be fit to the plan.(4) Disctarra always be a pioneer and inovative to please and spoile the customers but wish this matters also maked on the filed because the branch is directly a company reflection. (5)"Customers is a King and not Wirawan " this phrase had to be planted in all crew because customers is a primary asset of our business survival there for make a good relation and communication. (6) To improve and maintaning customers loyalty is very important and usefull but to improve and maintaning the employee loyalty is far more important and usefull to run this company wheel.