

## ABSTRACT

In this thesis the author gives the title " Service Quality and Its Effect on Consumer Loyalty PT Vira Interco." To find out how much influence and effectiveness conducted by the company towards its customers over the years, we need analytic. In realizing the desired quality of customer service, the company tries to increase much-needed services to achieve customer loyalty.

Concept to determine service quality and its influence on customer loyalty, researchers used quality services with the independent variables consist of tangible, empathy, responsiveness, reliability and assurance, while the dependent variable used is loyalty.

PT Vira Interco water treatment Chemicals is a company which is a distributor of chemical products Ortagon goods and services. The method for this service that the company is to conduct regular visits to make use of chemicals in accordance with the doses needed to overcome the problem of scale, algae and corrosion on equipment that is conducted every month. From the results of analysis of data obtained by routine visit water treatment equipment and field conditions to know the good or bad conditions being experienced.

To carry out the effectiveness of the writing method used is the interview directly with the questionnaires that had been collected as many as 103 respondents various companies located in Jakarta, Bogor, Tangerang, Bekasi. For the results of questionnaires carried out using the data processing method of data analysis, reliability, validity, normality, multicollinearity, t test, F test ANOVA and linear regression.

After doing the data analysis process, it can be concluded overall that, the quality of services consisting of physical appearance, care, responsiveness, reliability and certainty significantly affect customer loyalty. From the results of questionnaires carried out there who still considered beberapa indicators have not reached the desired level of customer satisfaction but, this needs no special attention from the company to improve service quality in order to bring loyalty.