

## **ABSTRACT**

*This study aimed to analyze the influence of corporate image and service quality on customer loyalty through customer satisfaction in the lab environment PT. Nusantara Water Centre Jakarta. Data research conducted on selected customers during the period from April 2016 to November 2016. The study design is quantitative and deductive, where the method of sampling is done by stratified random sampling (sample representative of the population). From the number of customers per month around 300 customers, the number of respondents that were sampled set by 161 respondents. Method of quantitative analysis using confirmatory factor analysis by using SEM tools LISREL software version 8.71. The results showed the company's image has a positive significant effect on customer satisfaction, service quality has a significant positive effect on customer satisfaction, corporate image has a significant positive effect on customer loyalty, service quality has a significant positive effect on customer loyalty and satisfaction significant positive effect on customer loyalty. Customer satisfaction is able to become an intervening variable of corporate image on customer loyalty and service quality on customer loyalty.*

*Keywords: laboratory environments, corporate image, service quality, customer satisfaction, customer loyalty.*



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## ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh citra perusahaan dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan di laboratorium lingkungan PT. Nusantara Water Centre Jakarta. Data penelitian dilakukan terhadap pelanggan yang terpilih selama periode bulan April 2016 sampai bulan November 2016. Desain penelitian ini adalah kuantitatif dan deduktif, dimana metode pengambilan sampling dilakukan *proporsional stratified random sampling* (pengambilan sampel menurut strata dari populasi). Dari jumlah pelanggan perbulan sekitar 300 pelanggan, ditetapkan jumlah responden yang dijadikan sampel sebesar 161 responden. Metode analisis kuantitatif menggunakan *confirmatory factor analysis* dengan alat bantu SEM menggunakan software Lisrel versi 8.71. Hasil penelitian menunjukkan citra perusahaan berpengaruh signifikan positif terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh signifikan positif terhadap kepuasan pelanggan, citra perusahaan berpengaruh signifikan positif terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh signifikan positif terhadap loyalitas pelanggan, kepuasan berpengaruh signifikan positif terhadap loyalitas pelanggan, serta kepuasan pelanggan mampu berfungsi sebagai variabel intervening dari pengaruh variabel citra perusahaan terhadap loyalitas pelanggan dan pengaruh variabel kualitas pelayanan terhadap loyalitas pelanggan.

Kata kunci: laboratorium lingkungan, citra perusahaan, kualitas pelayanan, kepuasan pelanggan, loyalitas pelanggan.



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