

ABSTRAK

Penelitian ini menganalisis sejauh mana pengaruh kualitas pelayanan (X) yang terdiri dari dimensi *tangibles* (X_1), *emphaty* (X_2), *responsiveness* (X_3), *reliability* (X_4), dan *assurance* (X_5) terhadap loyalitas pelayan (Y) di bengkel AA MOTOR Bandung. Penelitian ini menggunakan data primer dan mengumpulkan kuesioner dari 100 responden pelanggan bengkel. Metode yang digunakan adalah metode jalur (*path analysis*). Hasil penelitian secara simultan adalah kelima dimensi tersebut (X_1 , X_2 , X_3 , X_4 , dan X_5) berpengaruh signifikan sebesar 93% terhadap loyalitas pelanggan bengkel AA Motor, sedangkan 7% sisanya merupakan pengaruh yang diberikan oleh faktor lain yang tidak diteliti. Kontribusi pengaruh yang terendah ada pada dimensi *tangibles* (11,2%) dan *assurance* (11,2%), sedangkan kontribusi paling tinggi pada dimensi *reliability* (30,3%), *responsiveness* (20,9%) dan *emphaty* (19,3%). Kesimpulannya adalah kualitas pelayanan berpengaruh secara positif (baik) terhadap loyalitas pelanggan AA Motor, semakin tinggi tingkat derajat kualitas pelayanan, semakin tinggi juga tingkat loyalitas pelanggan.

Kata kunci : *Tangibles*, *Emphaty*, *Responsiveness*, *Reliability*, *Assurance*, Kualitas Pelayanan, Loyalitas.

ABSTRACT

This research is analysing the extent of the influence of the Quality of Service (X), which is made up of five dimensions : tangibles (X_1), empathy (X_2), responsiveness (X_3), reliability (X_4), and assurance (X_5) against the Customer Loyalty (Y) in AA Motor Auto Workshop in Bandung. This research is gathered by utilising the primary data and by way of 'questionnaires' conducted with 100 of the workshop's customers. The method that was used was path analysis. Overall the results shows that those aforementioned five dimensions have a significant effect of about 93% on customers loyalty, whereas the remainder 7% was due to other factors which were not part of the research. The lowest contributing factors were the tangible (11,2%) and the assurance (11,2%) dimensions, whereby the highest contributing factors were in the reliability (30,3%), responsiveness (20,9%) and empathy (19,3%) dimensions. In conclusion, the quality of service does have a positive effect towards the loyalty of the customers, the higher the quality of the service, the higher the level of loyalty of the customers.

Keywords : : Tangibles, Empathy, Responsiveness, Reliability, Assurance, Quality of Service, and Customer Loyalty.