

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh kualitas Pelayanan dan kepuasan pelanggan terhadap loyalitas pada 150 coffe & Garden. Metode yang digunakan dalam penelitian ini yaitu Metode Eksplanatori (*Survey Explanatory Method*) yaitu metode penelitian dengan tujuan menguji hipotesis yang telah dirumuskan sebelumnya (*testing research*). Di dalam metode ini masih terdapat penjelasan yang deskriptif, namun tetap fokus terletak pada penjelasan hubungan-hubungan antar variabel (asosiatif). Sebaran sampel 98 pelanggan, dengan menggunakan Analisis Jalur, Uji Model (Uji F), Uji Hipotesis Parsial (Uji t), Hasil Penelitian: kualitas Pelayanan terhadap kepuasan konsumen .Nilai koefisien bertanda positif (berpengaruh positif), Pengaruh kualitas Pelayanan terhadap kepuasan konsumen, diperoleh koefisien jalur dari kualitas Pelayanan terhadap loyalitas konsumen.. Kualitas Pelayanan berpengaruh positif terhadap loyalitas melalui kepuasan konsumen *150 Coffe & Garden* berpengaruh positif .Untuk meningkatkan Loyalitas Pelanggan, *150 Coffe & Garden* harus lebih meningkatkan Kinerja Kualitas Pelayanan agar terciptanya Kepuasan Pelanggan.

Kata Kunci : Kualitas Pelayanan, Kepuasan, Loyalitas

ABSTRACT

This study aims to determine how much influence service quality and customer satisfaction have on loyalty at 150 Coffee & Garden. The method used in this study is the Explanatory Survey Method, which is a research method with the aim of testing the hypotheses that have been formulated previously (testing research). In this method there is still a descriptive explanation, but the focus remains on explaining the relationships between variables (associative). Sample distribution of 98 customers, using Path Analysis, Model Test (F Test), Partial Hypothesis Test (t test), Research Results: service quality on customer satisfaction. The coefficient value is positive (positive effect), the effect of service quality on customer satisfaction, obtained the path coefficient of service quality on consumer loyalty. Service quality has a positive effect on loyalty through customer satisfaction 150 Coffe & Garden has a positive effect. To increase customer loyalty, 150 Coffe & Garden must further improve Service Quality Performance in order to create Customer Satisfaction.

Keywords: Service Quality, satisfaction, Loyalty