

ABSTRACT

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON CONSUMER LOYALTY (Case Study at Berlian Hotel Restaurant)

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ABSTRACT

In the current era of globalization, the service industry which consists of various industries such as telecommunications, transportation, banking, and especially hospitality is growing rapidly. Hospitality is an effort to serve consumers by combining products and services. With the design of the building, the interior and exterior of the hotel rooms, the atmosphere created in the hotel rooms and restaurants, as well as the food and drinks that are sold along with all the existing facilities and products offered. In this study, researchers analyzed the effect of service quality and customer satisfaction on customer loyalty at Berlian Hotel Restaurant Bengkalis. This study uses a quantitative method using a *non-probability* sampling method with *purposive sampling*. The sample in this study was 100 respondent's, data processing used the IBM SPSS version 26 application with multiple linear regression analysis testing which included validity tests, reliability tests, T-tests, F tests, and the coefficient of determination (R²). The results of this study indicate that: 1) service quality has a positive and significant effect on customer loyalty at Berlian Hotel Restaurant Bengkalis, 2) customer satisfaction has a positive and significant effect on customer loyalty at Berlian Hotel Restaurant Bengkalis, 3) the coefficient of determination (R²) is 0.829. This means that service quality and customer satisfaction affect customer loyalty at Berlian Hotel Bengkalis Restaurant by 82.9% while the remaining 17.1% is influenced by other variables not examined in this study.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty.