

**THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER  
SATISFACTION AND LOYALTY OF PAMSIMAS MERANTI ISLANDS  
REGENCY**

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**ABSTRAK**

This study aims to determine the effect of Service Quality on Customer Satisfaction and Loyalty in the Community-Based Drinking Water and Sanitation Business (PAMSIMAS) Meranti Islands Regency directly or through intervening variables and indirect effects. This study uses a quantitative approach with the aim of explaining the position of the variable under study and the relationship between one variable and another. This study will explain the causal relationship between variables through hypothesis testing. In this study, the analytical method used is multiple linear regression analysis using the SPSS program. The results obtained indicate that all the hypotheses formulated have a positive and significant effect. Based on the hypothesis testing conducted, it shows that service quality variables have a positive and significant effect on customer satisfaction. In other words, the higher the quality of service provided by employees, the higher the customer satisfaction. Service quality variables have a positive and significant effect on customer loyalty, in other words, the higher the quality of service provided by employees, the higher customer loyalty..

**Keywords:** *Quality of service, customer satisfaction, customer loyalty*