

## ABSTRAK

### **PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN DAN LOYALITAS KONSUMEN**

(Studi Kasus Konsumen Djemari Reflexology di Jalan Melati Wetan no 15 Baciro  
Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh kualitas pelayanan terhadap kepuasan konsumen Djemari Reflexology; (2) pengaruh kepuasan konsumen terhadap loyalitas konsumen Djemari Reflexology; (3) pengaruh kualitas pelayanan terhadap loyalitas konsumen, Populasi dalam penelitian ini adalah konsumen dari Djemari Reflexology di Jalan Melati Wetan Baciro Yogyakarta. Responden dalam penelitian ini sebanyak 100 orang dan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data dalam penelitian ini adalah Analisis Jalur menggunakan Aplikasi SPSS 16. Hasil penelitian ini menunjukkan bahwa (1) kualitas pelayanan berpengaruh terhadap kepuasan konsumen Djemari Reflexology, (2) kepuasan konsumen berpengaruh terhadap loyalitas konsumen Djemari Reflexology, (3) kualitas pelayanan berpengaruh terhadap loyalitas konsumen Djemari Reflexology.

Kata Kunci : Kualitas pelayanan,kepuasan konsumen dan loyalitas konsumen

**ABSTRACT**

**THE INFLUENCE OF SERVICE QUALITY TOWARD CONSUMER SATISFACTION AND CONSUMER LOYALTY**

(Case Study at Djemari Reflexology Melati Wetan Street number 15 Baciro Yogyakarta)

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The purpose of this research is to find out (1) the influence of service quality on consumer satisfaction in Djemari Reflexology; (2) the influence of consumer satisfaction on consumer loyalty in Djemari reflexology; (3) influence of service quality on consumer loyalty in Djemari reflexology. Population of this research is the consumers of Djemari reflexology which is located in Melati Wetan street, Baciro, Yogyakarta. The research has 100 respondents and is using purposive sampling technique. The data analysis technique of this research is path analysis on SPSS 16 Application. The results of this research show that (1) service quality influences consumer satisfaction: (2) consumer satisfaction influences consumer loyalty: (3) service quality influences consumer loyalty.

Keywords : service quality, consumer satisfaction, consumer loyalty