

ABSTRAK

ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS KONSUMEN

Studi Kasus pada Konsumen AHASS Rahayu Motor Yogyakarta

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Penelitian ini bertujuan untuk mengetahui (1) kualitas pelayanan, (2) loyalitas konsumen dan (3) apakah kualitas pelayanan berpengaruh terhadap loyalitas konsumen di: AHASS Rahayu Motor Yogyakarta. Pengambilan sampel menggunakan teknik *incidental sampling*. Data penelitian diperoleh dengan wawancara dan membagikan kuesioner tentang kualitas pelayanan dan loyalitas konsumen kepada 100 responden. Teknik analisis data dalam penelitian ini adalah Analisis Regresi Linear Sederhana menggunakan aplikasi IBM SPSS Statistics 20. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif terhadap loyalitas konsumen AHASS Rahayu Motor Yogyakarta, (2) konsumen menyatakan kualitas pelayanan baik dan konsumen menyatakan bahwa dirinya loyal pada AHASS Rahayu Motor Yogyakarta.

Kata kunci: Kualitas Pelayanan dan Loyalitas Konsumen

ABSTRACT
THE ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON
CONSUMER LOYALTY

A Case Study On Consumers at AHASS Rahayu Motor Yogyakarta

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The purpose of this research was to know whether service quality, customer loyalty influenced customer loyalty at AHASS Rahayu Motor Yogyakarta. The sampling technique used in this research was incidental sampling. The research data were obtained by interviewing and distributing questionnaires to 100 respondents. The data analysis technique used in this research was Simple Linear Regression it was used IBM SPSS Statistics 20. The results of the analysis showed that (1) the service quality positively influenced the customer loyalty at AHASS Rahayu Motor Yogyakarta, (2) the customers said that the quality of service was good and they were loyal at AHASS Rahayu Motor Yogyakarta.

Keywords: Service Quality and Consumer Loyalty