

ABSTRAK

ANALISIS HUBUNGAN KUALITAS LAYANAN DAN KEPUASAN KONSUMEN DENGAN LOYALITAS KONSUMEN

Studi Kasus pada Mahasiswa Universitas Sanata Dharma Yogyakarta
Pengunjung Toko Buku Gramedia Yogyakarta

Apriadi
Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Tujuan dari penelitian ini adalah untuk mengetahui : 1). Hubungan antara kualitas layanan dilihat dari *reliability, responsiveness, competence, access, dan tangibles* dengan kepuasan konsumen, 2). Hubungan antara kualitas layanan dilihat dari *reliability, responsiveness, competence, access, dan tangibles* dengan loyalitas konsumen, 3). Hubungan antara kualitas layanan dilihat dari *reliability, responsiveness, competence, access, tangibles* dan kepuasan konsumen dengan loyalitas konsumen.

Penelitian ini adalah studi kasus pada mahasiswa Universitas Sanata Dharma Yogyakarta. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Populasi dari penelitian ini adalah mahasiswa Fakultas Ekonomi, Universitas Sanata Dharma Yogyakarta pengunjung toko buku Gramedia Yogyakarta, yang diteliti sebanyak 100 responden. Penelitian ini dilakukan pada bulan November-Desember 2009. Teknik pengambilan sampel yang digunakan adalah *Accidental Sampling*. Uji Validitas menggunakan teknik Korelasi *Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data untuk menguji hipotesis pertama dan kedua menggunakan Analisis Korelasi *Product Moment* dan hipotesis yang ketiga menggunakan Analisis Korelasi Berganda.

Berdasarkan hasil analisis data menunjukkan bahwa: 1). Ada hubungan antara kualitas layanan dilihat dari *reliability, responsiveness, competence, access, dan tangibles* dengan kepuasan konsumen, 2). Ada hubungan antara kualitas layanan dilihat dari *reliability, responsiveness, competence, access, dan tangibles* dengan loyalitas konsumen, 3). Ada hubungan antara kualitas layanan dilihat dari *reliability, responsiveness, competence, access, tangibles* dan kepuasan konsumen dengan loyalitas konsumen.

ABSTRACT

AN ANALYSIS ON RELATIONSHIP BETWEEN THE SERVICE QUALITY AND CONSUMER'S SATISFACTION TOWARD THE CONSUMER'S LOYALTY

A Case Study on the Students of Economics Faculty Sanata Dharma University Who Visited Gramedia Book Store Yogyakarta

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The research aimed to find out: 1). The relationship between service quality seen of the reliability, responsiveness, competence, access, and tangibles with customer satisfaction, 2). The relationship between service quality seen of the reliability, responsiveness, competence, access, and tangibles with customer loyalty, 3). The relationship between service quality seen of the reliability, responsiveness, competence, access, tangibles, and customer satisfaction with customer loyalty.

The research was a case study on Sanata Dharma University students. Data collection techniques was by distributing a questionnaires to the respondents. Population of this research were students of the Faculty of Economics, University of Sanata Dharma Yogyakarta who ever visited Gramedia bookstore Yogyakarta, as many as 100 respondents. The research was conducted in November-December 2009. Sampling technique was used Accidental Sampling. Validity test was used Product Moment Correlation technique and reliability test was used Cronbach's alpha formula. Data analysis techniques to test the first hypothesis and the second was used Product Moment Correlation Analysis and the third hypothesis was used Multiple Correlation Analysis.

Based on the results of data analysis showed that: 1). There was relationship between the quality of services seen of the reliability, responsiveness, competence, access and tangibles with customer satisfaction, 2). There was relationship between the quality of services seen of the reliability, responsiveness, competence, access and tangibles with customer loyalty, 3). There was relationship between the quality of services seen from the reliability, responsiveness, competence, Access, tangibles and customer satisfaction with customer loyalty.