

ABSTRAK
HUBUNGAN ANTARA KUALITAS JASA DAN KEPUASAN
PELANGGAN DENGAN LOYALITAS MEREK

Studi Kasus pada Pelanggan Larissa Skin Care & Hair Treatment
Yogyakarta

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Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas jasa dengan kepuasan pelanggan, kemudian hubungan antara kepuasan pelanggan dengan loyalitas merek, dan hubungan antara kualitas jasa dengan loyalitas merek. Dalam penelitian ini, variabel kualitas jasa diukur dengan indikator: *professionalism* dan *skills, attitudes* dan *behavior, accessibility* dan *flexibility, reliability* dan *trustworthiness, recovery, reputation* dan *credibility*, variabel kepuasan pelanggan diukur dengan indikator: harapan dan kinerja, variabel loyalitas merek diukur dengan indikator: *habitual behavior, switcher, satisfaction, liking of the brand*, dan *commitment*. Jenis penelitian ini adalah studi kasus pada pelanggan Larissa Skin Care & Hair Treatment Yogyakarta dengan jumlah sampel 180 responden. Pengumpulan data dilakukan melalui kuesioner yang dilaksanakan pada bulan Mei-Juli 2009, sedangkan teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *accidental sampling*. Teknik analisis data pada penelitian ini menggunakan: Analisis Persentase, Uji Validitas, Uji Reliabilitas, *Structural Equation Modeling* (SEM). Hasil analisis data dari penelitian ini menunjukkan bahwa ada hubungan yang kuat antara kualitas jasa dengan kepuasan pelanggan sedangkan hubungan kurang kuat terjadi pada kepuasan pelanggan dengan loyalitas merek dan hubungan antara kualitas jasa dengan loyalitas merek.

ABSTRACT

RELATIONSHIPS BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION AND WITH BRAND LOYALTY

**A Case Study on Customers of Larissa Skin care & Hair Treatment
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The purpose of this research is to find out the relationships between service quality and customer satisfaction and also relationships between customer satisfaction and brand loyalty and relationships between service quality and brand loyalty. Service quality is measured using indicators : *profesionalism* and *skills*, *attitudes* and *behavior*, *accessibility* and *flexibility*, *reliability* and *trustworthiness*, *recovery*, *reputation* and *credibility*. Variable of customer satisfaction is measured using indicators : expectation and performance. The variable of brand loyalty is measured using indicators : *habitual behaviour*, *switcher*, *satisfaction*, *liking of the brand*, and *commitment*. This research is a case study on 180 respondents of Larissa Skin Care & Hair Treatment Customer. The data are collected by questionnaire that was distributed in May-July 2009. the sampling technique used was *non-probability sampling* with *accidental sampling* method. Data were analysed using percentage analysis, Validity and Reliability test, and *Structural Equation Modeling* (SEM). The study reveals that there is significant connection between service quality with customer satisfaction, meanwhile, there is a marginally significant relationship between customer satisfaction and brand loyalty and between service quality and brand loyalty.