

ABSTRAK

Seorang konsumen yang loyal menjadi aset yang sangat bernilai bagi perusahaan. *Service quality* merupakan salah satu konsep layanan perusahaan yang bisa diandalkan untuk bertahan di tengah persaingan yang semakin ketat. *Service quality* memiliki lima elemen utama, yakni *reliability*, *assurance*, *tangible*, *empathy*, dan *responsiveness*. *Customer satisfaction* merupakan kunci dalam menciptakan *customer loyalty*. Banyak manfaat yang dapat diterima oleh perusahaan dengan tercapainya kepuasan konsumen, selain dapat meningkatkan *customer loyalty* juga dapat mencegah terjadinya perputaran konsumen, mengurangi sensitivitas konsumen kepada harga, meningkatkan efektivitas iklan, dan juga dapat meningkatkan reputasi perusahaan.

Penelitian ini mengetahui pengaruh *service quality* terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel mediasi di HANwash *Premium Shoe Treatment*. Penelitian ini menggunakan pendekatan kuantitatif, dengan metode pengambilan data melalui kuesioner kepada 75 orang sampel yang memenuhi syarat. Teknik analisis data menggunakan *Partial Least Square* (PLS) yang diolah menggunakan software SmartPLS 3.0.

Hasil ini penelitian ini menunjukkan bahwa *empathy* berpengaruh terhadap *customer satisfaction*, *reliability* tidak berpengaruh terhadap *customer satisfaction*, *assurance* tidak berpengaruh terhadap *customer satisfaction*, *responsiveness* berpengaruh terhadap *customer satisfaction*, *tangibles* berpengaruh terhadap *customer satisfaction*, *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty*, *empathy* tidak berpengaruh terhadap *customer loyalty*, *reliability* berpengaruh signifikan terhadap *customer loyalty*, *assurance* tidak berpengaruh terhadap *customer loyalty*, *responsiveness* tidak berpengaruh terhadap *customer loyalty*, *tangibles* tidak berpengaruh terhadap *customer loyalty*

Kata kunci: *service quality*, *customer loyalty*, *customer satisfaction*

ABSTRACT

A loyal consumer becomes a very valuable asset for the company. Service quality is one of the company's service concepts that can be relied upon to survive amid increasingly fierce competition. Service quality has five main elements, namely reliability, assurance, tangible, empathy, and responsiveness. Customer satisfaction is the key to creating customer loyalty. Many benefits that can be received by the company by achieving customer satisfaction, in addition to increasing customer loyalty can also prevent consumer turnover, reduce consumer sensitivity to prices, increase the effectiveness of advertising, and can also enhance the reputation of the company.

This study knows the effect of service quality on customer loyalty with customer satisfaction as a mediating variable at HANwash Premium Shoe Treatment. This study uses a quantitative approach, with a method of retrieving data through questionnaires to 75 people who meet the eligible samples. Data analysis techniques using Partial Least Square (PLS) are processed using SmartPLS 3.0 software.

These results of this study indicate that empathy influences customer satisfaction, reliability does not affect customer satisfaction, assurance does not affect customer satisfaction, responsiveness affects customer satisfaction, tangibles affect customer satisfaction, customer satisfaction has a significant effect on customer loyalty, empathy has no effect on customer loyalty, reliability has a significant effect on customer loyalty, assurance does not affect customer loyalty, responsiveness does not affect customer loyalty, tangibles do not affect customer loyalty

Keywords: *service quality, customer loyalty, customer satisfaction*