

ABSTRACT

The Effects of Service Quality of Hygiene to Satisfaction and Loyalty of Retribution Obligated Customer at Dinas Pasar dan Kebersihan Kota Batam

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This studies is intended to analyze the effect of service quality given by Dinas Pasar dan Kebersihan Kota Batam on satisfaction and loyalty of retribution obligated customers both individually or in-groups. The research was carried out in Batam city using survey research method. The respondents are the customer that have retribution obligation to Dinas Pasar dan Kebersihan Kota Batam; the numbers of respondent was 150 selected based on proportional stratified technique. The instrument was questioner. The independent variable was service quality, whereas questioner about satisfaction and loyalty of customers were the dependent variables.

Data analyzing will be conducted by using Structural Equation Modelling (SEM). The result of that any research instrument is valid and reliable. This is proved with value of GFI = 0.968 and (ρ_{η}) = 0.973 for the Perception of Retribution obliged about Service Quality variable; GFI = 0.954 and (ρ_{η}) = 0.973 for the Satisfaction of Retribution obliged variable and also GFI = 1 and (ρ_{η}) = 0.815 for the Loyalty of Retribution Obligated variable.

Perception of Retribution obliged about Service Quality have an significant effect to Satisfaction of Retribution obliged. Coefficient Band of standardize = 0,871 with $p = 0,000$. This indicate that there are positive and significant influence Perception of Retribution obliged about Service Quality to Satisfaction of Retribution obliged, that is progressively goodness perception of retribution obliged about service quality hence satisfaction of retribution obliged will mount. Satisfaction of Retribution obliged have an significant effect to Loyalty of Retribution obliged. Coefficient Band of standardize = 0,483 with $p = 0,041$. This indicate that there are positive and significant influence Satisfaction of Retribution obliged to Loyalty of Retribution obliged, that is more satisfy they are, they progressively loyal. Perception of Retribution obliged about Service Quality do not have significant effect to Loyalty of Retribution obliged. Coefficient Band of standardize = 0,018 with $p = 0,937$. However indirect influence of two variabel above through Satisfaction of Retribution obliged is significant. In This Case, Perception of Retribution obliged about Service Quality have an indirectly effect to Loyalty of Retribution obliged through Satisfaction of Retribution obliged that is positive and significant.

Key Words : *Service Quality, Customers Satisfaction and Customer Loyalty*