

ANALISIS PENGARUH KUALITAS LAYANAN DAN KUALITAS PRODUK TERHADAPA KEPUASAN PELANGGAN YANG MEMBENTUK LOYALITAS PELANGGAN DI RESTORAN HACHI-HACHI BISTRO SURABAYA

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Abstrak :Penelitian ini dilakukan untuk menganalisa kualitas layanan dan kualitas produk terhadap kepuasan pelanggan yang membentuk loyalitas pelanggan di restoran Hachi-Hachi Bistro Surabaya. Penulis menggunakan structural equation model (SEM) dengan AMOS versi 23 untuk menguji hubungan variabel bebas dan variabel terikat. Hasil penelitian menunjukkan seluruh hipotesis diterima. Kualitas layanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan. Kualitas produk juga berpengaruh signifikan dan positif terhadap kepuasan pelanggan. Terakhir, kepuasan pelanggan berpengaruh signifikan dan positif terhadap loyalitas pelanggan.

Kata Kunci :Kualitas Layanan, Kualitas Produk, Kepuasan Pelanggan, Loyalitas Pelanggan

Abstract :The study was conducted to determine the effect of hedonic motives on behavioral loyalty of customers at Domicile Kitchen and Lounge Surabaya. Hedonic motives influenced functional evaluation and affective evaluation which in turn will impact on the customer satisfaction as the mediating variable. The writer used structural equation model (SEM) with AMOS version 23 to test the effect of independent variables on the dependent variables. The result showed that all hypotheses were accepted. Service quality significantly influenced Customer satisfaction Meanwhile, Product quality significantly influenced affective Customer satisfaction. Lastly, customers' satisfaction significantly affected respondents' Customer loyalty.

Key Words :Service Quality, Product Quality, Customer Satisfaction, Customer Loyalty