ABSTRACT

The objective of this study is to determine how big influence the Service Quality on Customer Loyalty in PT. Lintas Nusantara Perdana Bandung. Where more and more competitors raise the spirit of business people to further enhance its service.

Independent variables are Service Quality and the dependent variable is Customer Loyalty. The method of this study used by quantitative method with the type of research is used is descriptive verification with sample of 100 respondents. The sampling technique used in this study is non-probability sampling. Methods of data analysis used in this research are descriptive analysis method and simple linear regression analysis. Data processing was performed by using SPSS 23 software for Windows.

The regression model $Y = (-1,609) + 0,403 X$ is feasible to use. Through the test R Service Quality has a good relationship to the Customer Loyality. The influence of Service Quality on Customer Loyalty is 50% and the rest is 50% influenced by other factors not examined like price and brand image. Each increase of one scale Service Quality will raise the Customer Loyalty by 0.403. Partially seen from the t test, there is the influence of Service Quality on Customer Loyalty in PT. Lintas Nusantara Perdana Bandung