

ABSTRACT

This study aims to determine how much influence the quality of service to customer satisfaction and its impact on customer loyalty at the Telkom Professional Certification Center in 2018 .

Independent variables are service quality, moderator variable that is customer satisfaction and dependent variable that is Customer Loyalty. The research method used is quantitative method with the type of research used is descriptive and associative, with a sample of 100 respondents. Sampling technique used in this research is probability sampling. Data analysis method used in this research is descriptive analysis method, and use teknik path analysis in processing data in this research. Data processing is done by using software SPSS 22 for Windows.

Based on result and data processing found that service quality equal to 86,85%, customer satisfaction equal to 83,42% and customer loyalty equal to 81,55%. Partial influence of service quality to customer satisfaction of 66,3%. The effect of customer satisfaction on customer loyalty by 80,2%. The influence of service quality on consumer loyalty is 0,15%. The influence of service quality and customer satisfaction on customer loyalty of 80,2%.

Keywords: *Service Quality, Customer Satisfaction, and Customer Loyalty*