

## **ABSTRACT**

*IKEA is a furniture company from Sweden and in 2014 entered the Indonesian market, located in Alam Sutera, Tangerang. Based on pre-research conducted by researchers from 30 respondents as many as 23 people or 76.7% have made purchases at least 2 times so that they can be said to be loyal consumers. Customer loyalty can be influenced by many factors including Retail Service Quality. In addition, it can also be influenced by the intervening variable, Customer Satisfaction. Therefore the purpose of this study is to test Customer Satisfaction as an intervening variable on the influence of Retail Service Quality on Customer Loyalty.*

*The sample of this research was 100 respondents who were IKEA consumers who had made purchases at least 2 times. The data analysis technique used is descriptive analysis and path analysis with the help of SPSS version 23 software.*

*The results of this research were to find out that there is a direct influence of Retail Service Quality on Customer Satisfaction of 21.5%, there is a direct influence of Retail Service Quality on Customer Loyalty of 21%, there is a direct effect of Customer Satisfaction on Customer Loyalty of 18.7% and there non-direct influence of Retail Service Quality on Customer Loyalty through Customer Satisfaction of 41% at IKEA Alam Sutera. The percentage of other influences can arise from variables outside the study.*

*Keyword: retail service quality, customer satisfaction, customer loyalty*