

Abstract

PO.Harapan Jaya is an Autobus Company engaged in transportation and established since 1977, until now the routes served by the PO. Harapan Jaya is an inter-city within the province and between cities between provinces in East Java to DKI Jakarta. In terms of service quality, the company always wants to provide the best in order to provide a sense of satisfaction for customers. However, the implementation of the customer PO.Harapan Jaya feel and find the poor service provided by the service provider. The purpose of this study to determine the effect of service quality to customer satisfaction that impact on customer loyalty. The variable used in this research is service quality (X) as independent variable, customer satisfaction (Y) as intermediate variable, and customer loyalty (Z) as dependent variable.

From the results of descriptive analysis found that the responses of respondents to the overall service quality in both categories with a percentage of 75%. For customer satisfaction in good category with percentage of 77%, and customer loyalty in good category with percentage equal to 78%. The result of path analysis shows that there is influence of service quality to customer satisfaction is 61,1% and the rest of 38,9% influenced by other variable. Direct influence Customer satisfaction on Loyalty of 34.4%, While the indirect influence of Service Quality (X) on Customer Loyalty (Z) through Customer Satisfaction (Y) is 45.9%. The remaining 54.1% is influenced by other variables outside this study.

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