ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan Toko Buku Gramedia Merdeka Bandung baik secara parsial maupun simultan, serta untuk mengetahui besarnya pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan Toko Buku Gramedia Merdeka Bandung.

Penelitian menggunakan metode kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel dengan metode *non probability sampling*, dengan jumlah responden 96 orang. Tehnik analisis data yang digunakan adalah uji asumsi klasik, analisis regresi linier berganda, uji hipotesis dan uji validitas serta reliabilitas.

Berdasarkan hasil pengujian hipotesis secara parsial kualitas pelayanan dan kepuasan pelanggan bepengaruh positif signifikan terhadap loyalitas pelanggan Toko Buku Gramedia Merdeka Bandung. Selanjutnya secara simultan kualitas pelayanan dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Hal ini dibuktikan dengan F_{hitung} sebesar 40.182 dengan tingkat probabilitas signifikansinya $0,000 < 0.05$. berdasarkan koefisien determinasi didapat kualitas pelayanan dan kepuasan pelanggan Toko Buku Gramedia Merdeka Bandung mampu menjelaskan loyalitas pelanggan sebesar 46,4% dan sisanya 53,6% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kesimpulan penelitian ini kualitas pelayanan dan kepuasan pelanggan Toko Buku Gramedia Merdeka Bandung masuk kedalam kategori baik, namun ada yang perlu diperbaiki seperti penanganan pengaduan, serta peningkatan kemampuan karyawan dalam memberikan pelayanan.

Kata Kunci: Kualitas pelayanan, kepuasan pelanggan dan loyalitas pelanggan

ABSTRACT

This research was conducted to determine the influence of service quality and customer satisfaction on customer loyalty at Gramedia Merdeka Bookstore Bandung, both partially and simultaneously, as well as to determine the magnitude of the influence of service quality and customer satisfaction on customer loyalty at Gramedia Merdeka Bookstore Bandung.

The research uses quantitative methods with associative research types. Sampling was taken using a non-probability sampling method, with a total of 96 respondents. The data analysis techniques used are classical assumption testing, multiple linear regression analysis, hypothesis testing and validity and reliability testing.

Based on the results of partial hypothesis testing, service quality and customer satisfaction have a significant positive influence on customer loyalty at Gramedia Merdeka Bookstore Bandung. Furthermore, simultaneously service quality and customer satisfaction have a significant effect on customer loyalty. This is proven by the calculated F of 40,182 with a significance probability level of 0.000 < 0.05. Based on the coefficient of determination, it was found that the quality of service and customer satisfaction of the Gramedia Merdeka Bandung Bookstore was able to explain customer loyalty of 46.4% and the remaining 53.6% was influenced by other factors not examined in this research.

The conclusion of this research is that the service quality and customer satisfaction of the Gramedia Merdeka Bookstore in Bandung is in the good category, but there are things that need to be improved, such as handling complaints and increasing the ability of employees to provide service.

Keywords: *service quality, customer satisfaction and customer loyalty*