ABSTRACT

New Market Draf Store Trade Center Bandung is a business engaged in special Muslim fashion for all abg and adult women who is one shop that is centered in a region famous for shopping centers in the city of Bandung.

The method of analysis used is descriptive method with sample of 58 respondent with t-hit value equal to 9,763 and degree of free (nk-1) or 58-2-1 = 5 obtained t table 2,004, so t-count> t-table . This means that H0 rejected and Ha accepted, then there is a significant influence between Quality of Service to Customer Loyalitas.Pada Customer Value obtained by t-count of 4.928 and degrees of freedom (nk-1) or 58-2-1 = 55 obtained t table table 2.004, so t count> t-table. This means that H02 is rejected and Ha2 is accepted, then there is a significant influence between Customer Value to Customer Loyalty. Based on the provisions already mentioned above, where obtained F-count is 63.673 and degrees free (nk-1) or 58-2-1 = 55 F-table number of 3.16 while F-count is 63,673, so F-count> F-table means H0 rejected and Ha accepted then it means there is significant influence between Quality of Service variable and Customer Value to Customer Loyalitas.Dikahui that correlation coefficient value is equal to 0.836 then the coefficient of determination (R2) obtained value of 0.698. This means that there is an influence between service quality variable and customer value to customer loyalty of 69.8% while the remaining 30.2% influenced by other variables that researchers did not involve in this study. The results of this study conclude that the quality of services in the implementation of providing and creating customer value that significantly affects customer loyalty at the Market Store New Market Trade Center Bandung.

Keywords: Quality, Service, Value, Customer, Customer Loyalty.