

## ABSTRAK

### **Pengaruh Kualitas Pelayanan dan Lokasi Terhadap Loyalitas Konsumen Ramen Bajuri Lengkong Bandung**

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Penelitian ini mengkaji pengaruh kualitas pelayanan dan lokasi terhadap loyalitas konsumen pada Ramen Bajuri cabang Lengkong Bandung. Permasalahan utama yang diangkat adalah tingkat loyalitas pelanggan yang rendah akibat ketidakpuasan terhadap pelayanan dan keterbatasan lokasi restoran. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Sampel penelitian terdiri dari 100 responden yang diperoleh melalui teknik random sampling.

Pengolahan data dilakukan melalui uji validitas, reliabilitas, regresi linear berganda, serta uji parsial (t) dan simultan (F). Hasil penelitian menunjukkan bahwa kedua variabel independen, yaitu kualitas pelayanan dan lokasi, memiliki pengaruh yang signifikan terhadap loyalitas konsumen. Namun, dari hasil analisis regresi, variabel lokasi terbukti lebih dominan dibandingkan kualitas pelayanan. Hal ini tercermin dari nilai koefisien regresi, nilai beta, dan t-hitung yang lebih tinggi. Faktor seperti keterbatasan tempat parkir dan visibilitas outlet menjadi aspek krusial yang memengaruhi keputusan konsumen untuk kembali berkunjung.

Penelitian ini merekomendasikan agar manajemen fokus pada peningkatan aksesibilitas dan kenyamanan lokasi fisik restoran sebagai langkah strategis dalam meningkatkan loyalitas pelanggan.

**Kata kunci:** Loyalitas Konsumen, Kualitas Pelayanan, Lokasi, Ramen Bajuri

## **ABSTRACT**

### ***The Influence of Service Quality and Location on Consumer Loyalty of Ramen Bajuri Lengkong Bandung***

**Isti Rohaniah Oktovera**

*This study aims to analyze the influence of service quality and location on customer loyalty at Ramen Bajuri Lengkong Bandung. The research was motivated by fluctuating sales and low customer loyalty, which were suspected to be caused by dissatisfaction with service and location. A quantitative approach was employed using descriptive and verificative methods. The sample consisted of 100 respondents selected through random sampling.*

*Data were collected using questionnaires, interviews, and observations, then analyzed through validity and reliability tests, multiple linear regression analysis, and both partial (t-test) and simultaneous (F-test) hypothesis testing. The results show that both service quality and location have a significant effect on customer loyalty. However, location emerged as the more dominant variable, as indicated by higher regression coefficients, standardized beta values, and t-statistics. Factors such as limited parking space and poor outlet visibility were identified as major concerns influencing customer loyalty.*

*This study recommends that management prioritize improvements in physical location aspects, particularly accessibility and customer convenience, as a key strategy to enhance customer loyalty.*

**Keywords:** *Customer Loyalty, Service Quality, Location, Ramen Bajuri*