

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Kepuasan atas Dimensi Kualitas Pelayanan terhadap Loyalitas Pelanggan Olive Fried Chicken Yogyakarta. Sampel penelitian adalah pelanggan Olive Fried Chicken Yogyakarta. Sampel diambil dengan teknik purposive sampling, data dikumpulkan dengan menggunakan kusioner on-line berupa Google Form. Analisis yang digunakan adalah regresi linier berganda dan uji hipotesis (uji t dan uji F). Hasil penelitian menunjukkan bahwa: 1) Tangibility tidak berpengaruh positif signifikan terhadap loyalitas pelanggan olive fried chicken. 2) Reliability tidak berpengaruh positif signifikan terhadap loyalitas pelanggan olive fried chicken. 3) Responsiveness tidak berpengaruh positif signifikan terhadap loyalitas pelanggan olive fried chicken. 4) Assurance tidak berpengaruh positif signifikan terhadap loyalitas pelanggan olive fried chicken. 5) Empathy berpengaruh positif terhadap loyalitas pelanggan olive fried chicken (6) Variabel Tangibility, Reliability, Responsiveness, Assurance dan Empathy simultan berpengaruh positif terhadap loyalitas pelanggan olive fried chicken. 7) Variabel yang paling dominan berpengaruh terhadap loyalitas pelanggan olive fried chicken adalah Empathy.

Kata kunci: tangibility, reliability, responsiveness, assurance, dan empathy, loyalitas pelanggan.

ABSTRACT

This study aims to examine and analyze the effect of Satisfaction on Service Quality Dimensions on Olive Fried Chicken Yogyakarta Customer Loyalty. The research sample is Yogyakarta's Fried Fried Chicken customers. Samples were taken by purposive sampling technique, data were collected using an on-line questionnaire in the form of Google Form. The analysis used is multiple linear regression and hypothesis testing (t test and F test). The results showed that: 1) Tangibility had no significant positive effect on customer loyalty of olive fried chicken. 2) Reliability has no significant positive effect on customer loyalty of olive fried chicken. 3) Responsiveness does not have a significant positive effect on customer loyalty of olive fried chicken. 4) Assurance has no significant positive effect on customer loyalty of olive fried chicken. 5) Empathy has a positive effect on customer loyalty of olive fried chicken (6) Variables Tangibility, Reliability, Responsiveness, Assurance and Empathy simultaneously have a positive effect on customer loyalty of olive fried chicken. 7) The most dominant variable influencing the loyalty of olive fried chicken customers is Empathy.

Keywords: tangiility, reliability, responsiveness, assurance, and empathy, customer loyalty.