

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas pelayanan dengan loyalitas pelanggan toko online pakaian anak muslim Hagia Shopia. Hipotesis yang diajukan pada penelitian ini adalah ada hubungan yang positif antara kualitas pelayanan dengan loyalitas pelanggan toko online pakaian anak muslim Hagia Shopia. Subjek penelitian ini adalah pelanggan toko online pakaian anak muslim Hagia Shopia dan berusia 20-40 tahun. Pengumpulan data dilakukan dengan menggunakan skala kualitas pelayanan dan skala loyalitas pelanggan. Metode analisis data yang digunakan adalah analisis korelasi *product moment* dari Karl Pearson. Berdasarkan hasil analisis data, diperoleh koefisien korelasi $r_{xy} = 0.632$ dan $p = 0,000$ ($p < 0,050$) yang berarti ada hubungan positif antara kualitas pelayanan dengan loyalitas pelanggan. Diterimanya hipotesis dalam penelitian ini menunjukkan nilai koefisien determinasi (*R Squared*) sebesar 0,400 artinya variabel kualitas pelayanan memiliki kontribusi sebesar 40% terhadap variabel loyalitas pelanggan dan sisanya 60% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: kualitas pelayanan, loyalitas pelanggan.

Abstract

This study aimed to determine the relationship between service quality and customer loyalty in Hagia Shopia, an online shop of Muslim children's clothing. This study was designed to assess the hypothesis that there was a positive association between service quality and customer loyalty in Hagia Shopia Online Shop. The subjects of this study were the customers of Hagia Shopia Online Shop, whose age was around 20-40 years old. The data collection was performed by using the Service Quality Scale and the Customer Loyalty Scale. The data were analyzed by applying Karl Pearson's product-moment correlation analysis. The result showed that the correlation coefficient r_{xy} (r_{xy}) = 0.632 and $p = 0,000$ ($p < 0,050$), which was interpreted that there was a positive relationship between service quality and customer loyalty. Acceptance of the hypothesis in this study showed that the coefficient value of determination (R Squared) was 0,400. It implied that the service quality variables themselves had a 40% contribution to the variable of customer loyalty. Meanwhile, the rest, or 60% contribution, was influenced by other factors which were not examined in this study.

Keywords: service quality, customer loyalty.