

TABLE OF CONTENT

APROVAL SHEET	iv
VALIDATION.....	v
STATEMENT OF ORIGINALITY.....	vi
LETTER OF DEAN	vii
FOREWORD	viii
ABSTRACT.....	x
TABLE OF CONTENT	xi
CHAPTER I: INTRODUCTION	1
1.1. Background	1
1.2. Formulation of The Problem	4
1.3. Objectives of Research.....	4
CHAPTER II: LITERATURE REVIEW.....	7
2.1. Previous Research	7
2.2. Conceptual Foundation.....	11
2.3. Theoretical Basis.....	12
2.3.1. Understanding Customer Loyalty	12
2.3.2. Building Customer Loyalty	14
2.3.3. Understanding Service Quality.....	15
2.3.4. The Relationship Between Service Quality and Satisfaction ...	17
2.3.5. The Relationship Between Satisfaction and Loyalty.....	18
2.4. Framework.....	19
2.5. Hypothesis.....	19
BAB III: RESEARCH METHODOLOGY	21
3.1. Research Design	21
3.2. Research Variable	21

3.2.1. Independent Variable (X).....	21
3.2.2. Dependent Variable (Y).....	22
3.3. Research Instrument.....	22
3.4. Population dan Sample.....	23
3.4.1. Population.....	23
3.4.2. Sample.....	23
3.5. Data Analysis Technique.....	24
3.5.1. Validity Test.....	24
3.5.2. Reliability Test.....	25
3.5.3. Descriptive Statistics Test.....	25
3.5.4. Classic Assumption Test.....	26
3.5.5. Multiple Linear Regression Test.....	27
3.5.6. Statistical Product and Service Solutions (SPSS).....	30
CHAPTER IV: RESULT AND DISCUSSION.....	31
4.1. Research Result.....	31
4.1.1. A General Description of The Company.....	31
4.1.2. Description of Respondent Data.....	33
4.1.3. Description of Research Variable Data.....	37
4.1.4. Data Analysis Technique.....	44
4.2. Discussion.....	55
4.2.1. Customer Loyalty.....	55
4.2.2. Tangible.....	56
4.2.3. Reliability.....	57
4.2.4. Responsiveness.....	59
4.2.5. Assurance.....	60
4.2.6. Empathy.....	61
4.2.7. Tangible Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo.....	62
4.2.8. Reliability Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo.....	64

4.2.9. Responsiveness Effect on Customer Loyalty Food Court La-Tansa Ponorogo.....	66
4.2.10. Assurance Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo.....	67
4.2.11. Empathy Effect on Customer Loyalty Food Court La-Tansa Gontor Ponorogo.....	69
CHAPTER V: CLOSING.....	71
5.1. Conclusion.....	71
5.2. Suggestion.....	72
5.3. Limitation of Research.....	73
REFERENCES.....	75
ATTACHMENT.....	79

LIST OF FIGURE

Figures.2.4.1 Framework.....	19
Figure 4.1.1.5 Organizational Structure.....	33

LIST OF TABLE

Table. 2.1 Previous Research.....	8
Table 4.1.2.1. The Number of Respondents Base on Gender.....	33
Table 4.1.2.2. The Number of Respondent Base on Work.....	34
Table 4.1.2.3. The Number of Respondent Base on Age.....	34
Table 4.1.2.4. The Number of Respondent Base on Address.....	35
Table 4.1.2.5. The Number of Respondent Base on Last Education.....	35
Table 4.1.2.6. The Number of Respondent Base on Income.....	35
Table 4.1.2.7. The Number of Respondent Base on Visitation.....	36
Table 4.1.2.8. The Number of Respondent Base on Reference.....	36

Table 4.1.3.1 Tangible Variable Frequency.....	37
Table 4.1.3.2 Reliability Variable Frequency.....	39
Table 4.1.3.3 Responsiveness Variable Frequency.....	40
Table 4.1.3.4 Assurance Variable Frequency.....	41
Table 4.1.3.5 Empathy Variable Frequency.....	42
Table 4.1.3.6 Consumer Loyalty Variable Frequency.....	43
Table 4.1.4.1. Validity Test Result.....	45
Table. 4.1.4.2. Reliability Test Result.....	46
Table 4.1.4.3.b Multicollinearity Test Result.....	48
Table 4.1.4.3.d Autocorrelation Test Result.....	50
Table 4.1.4.4 Multiple Linear Regression Test Result.....	51
Table 4.1.4.4.1.a T Test Result.....	52
Table 4.1.4.4.1.b F Test Result.....	54
Table 4.1.4.4.1.c Determination Coefficient Test Result.....	55
Table 4.1.2.1. The Number of Respondent Base on Gender.....	84
Table 4.1.2.2. The Number of Respondent Base on Work.....	84
Table 4.1.2.3. The Number of Respondent Base on Age.....	84
Table 4.1.2.4. The Number of Respondent Base on Address.....	85
Table 4.1.2.5. The Number of Respondent Base on Last Education.....	85
Table 4.1.2.6. The Number of Respondent Base on Income.....	85
Table 4.1.2.7. The Number of Respondent Base on Visitation.....	86
Table 4.1.2.8. The Number of Respondent Reference.....	86
Table 4.1.3.1 Tangible Variable Frequency.....	94
Table 4.1.3.2 Reliability Variable Frequency.....	94