

ANALYSIS OF CUSTOMER LOYALTY IN SERVICE QUALITY

(Study on Customers of Food Court La-Tansa Gontor Ponorogo)

Dizky Novandi Somantri Putra

S1 Departement of Management Faculty Economics and Management

Universitas of Darussalam Gontor

(dizkynovandi@gmail.com)

ABSTRACT

The rapid changes in the current environment are competing to steal and affect the hearts of customers this certainly not separated from the entrepreneur in his business that has its own characteristics in each strategy. Food Court La-Tansa Gontor Ponorogo is one of the culinary business unit owned by Pondok Modern Darussalam Gontor with its unique of service characteristic. The purpose of this study is to examine and analyze the extent to which the services quality implemented in this business unit affect the increase in customer loyalty. The measurement of the quality dimension uses five dimensions of service quality consisting of *tangible*, *reliability*, *responsiveness*, *assurance*, and *empathy* dimensions. The research instrument used is *questionnaire* distributed to 90 customer of Food Court La-Tansa Gontor Ponorogo taken using *Non-Probability Sampling* technique with *Incidental Sampling* approach. Data was analyzed by using multiple linear regression analysis to see the service quality dimension that is the most dominant influence on customer loyalty. Based on the results of research that has been done, it showed the five variables of service quality simultaneously affect the customer loyalty and partially *tangible* and *empathy* variables that significantly affect customer loyalty. While *reliability*, *responsiveness* and *assurance* no significant influence on customer loyalty.

Keywords: Service quality, customer loyalty, *food court* la-tansa Gontor ponorogo