

## ABSTRAK

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### **ANALISIS PENGARUH *SERVICE OUTPUT QUALITY*, *QUALITY OF STAFF*, , TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN JASA KURSUS MENGENAL MOBIL NYETIRKUY DI SURABAYA**

(xviii+175 halaman: 7 gambar, 39 tabel, 4 lampiran)

Perkembangan industri otomotif di Indonesia dari tahun ke tahun semakin meningkat. Terjadi peningkatan penjualan mobil selama pandemi. Hal ini mendukung perkembangan bisnis pendidikan non formal berupa kursus mengemudi mobil. Persaingan dalam bisnis pendidikan non formal ini semakin ketat setiap tahunnya. Dengan meningkatnya persaingan ini maka perusahaan yang bergerak dalam bisnis pendidikan non formal haruslah menjaga serta mempertahankan loyalitas pelanggan baru maupun pelanggan lama.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu AMOS 20.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 185 responden dengan karakteristik responden yang telah ditentukan.

Dalam penelitian ini terdapat 9 hipotesis diantaranya tujuh hipotesis diterima dan dua hipotesis ditolak. Hipotesis yang diterima adalah *Service Output Quality* berpengaruh signifikan terhadap *Customer Satisfaction*, *Service Output Quality* signifikan terhadap *Customer Loyalty*, *Quality of Staff* berpengaruh signifikan terhadap *Customer Satisfaction*, *Corporate Image* berpengaruh signifikan terhadap *Customer Loyalty*, *Perceived Price* berpengaruh signifikan terhadap *Customer Satisfaction*, *Perceived Price* berpengaruh signifikan terhadap *Customer Loyalty*, dan *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty*. Hipotesis yang ditolak adalah *Quality of Staff* berpengaruh signifikan terhadap *Customer Loyalty*, *Corporate Image* berpengaruh signifikan terhadap *Customer Satisfaction*.

**Kata Kunci:** *Service Output Quality*, *Quality of Staff*, , , *Customer Loyalty*, *Customer Satisfaction*

Referensi: 37 (1977-2022)

## ABSTRACT

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### **ANALYSIS OF THE EFFECT OF *SERVICE OUTPUT* QUALITY, *QUALITY OF STAFF*, , ON CUSTOMER *LOYALTY* THROUGH *CUSTOMER SATISFACTION* ON CUSTOMERS OF NYETIRKUY CAR DRIVING COURSE SERVICES IN SURABAYA**

(xviii+175 pages: 7 images, 39 tables, 4 appendices)

The development of the automotive industry in Indonesia from year to year is increasing. There has been an increase in car sales during the pandemic. This supports the development of non-formal education business in the form of car driving courses. Competition in this non-formal education business is getting tougher every year. With this increasing competition, companies engaged in non-formal education must maintain and maintain the loyalty of new and existing customers.

This research is a causal study using quantitative methods and is processed with the help of a statistical program, namely AMOS 20.0. Data collection was carried out by distributing questionnaires to 185 respondents with predetermined respondent characteristics

In this study there were 9 hypotheses including seven hypotheses accepted and two hypotheses rejected. The hypothesis accepted is that Service Output Quality has a significant effect on *Customer Satisfaction*, Service Output Quality is significant on Customer Loyalty, Quality of Staff has a significant effect on *Customer Satisfaction*, Corporate Image has a significant effect on Customer Loyalty, Perceived Price has a significant effect on *Customer Satisfaction*, Perceived Price has a significant effect on Customer Loyalty, and *Customer Satisfaction* has a significant effect on *Customer Satisfaction*. on Customer Loyalty, The hypothesis that is rejected is that Quality of Staff has a significant effect on Customer Loyalty, Corporate Image has a significant effect on *Customer Satisfaction*.

**Keywords:** *Service Output Quality, Quality of Staff, , Customer Loyalty, Customer Satisfaction*

References: 37 (1977-2022)