

## **ABSTRACT**

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### **THE INFLUENCE OF CUSTOMER LOYALTY THROUGH PROCEDURAL JUSTICE, INTERACTIONAL JUSTICE, DISTRIBUTIVE JUSTICE, CUSTOMER EFFORT, AND QUALITY OF SERVICE SOLUTION BY MEDIATING CUSTOMER SATISFACTION AT PT.**

**DUTARAYA SEJATI MEDAN**

(xviii+133 pages; 12 figures; 48 tables; 7 appendixes)

Competition in the business world is nothing new, but intense competition. One of the business competition that exists in Indonesia is a construction service company that produces final products in the form of buildings or other physical forms, either in the form of facilities or infrastructure that function to increase the growth and development of various fields in Indonesia. One of the way to In order to maintain customer is to increase customer satisfaction.

Primary and secondary data were carried out in this study, whose questionnaires were given to the customers of PT. Dutaraya Sejati Medan. The sampling technique used is non-probability sampling, namely convenience sampling. The research data were analyzed using SPSS 26.0 software, the research model studied was using normality, heteroscedasticity, multicollinearity and linearity tests. For further investigation of the data, the study used simple linear regression, multiple linear regression, and coefficient of determination test, hypothesis testing was carried out with F-Test, T-Test and Sobel Test.

The results showed that Procedural Justice, Interactional Justice, Distributive Justice, Customer Effort, Quality of Service Solution have influence on Customer Satisfaction partially and simultaneously. Customer Satisfaction has influence on Customer Loyalty. Moreover, Customer Satisfaction mediates the influence of Procedural Justice, Interactional Justice Distributive Justice, Customer Effort, and Quality of Service Solution on Customer Loyalty at PT. Dutaraya Sejati Medan.

**Keywords: Procedural Justice, Interactional Justice, Distributive Justice, Customer Effort, Quality of Service Solution, Customer Satisfaction, and Customer Loyalty**

References: 26 (1965-2022)

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*Persaingan dalam dunia bisnis bukanlah yang hal baru, melainkan persaingan yang ketat. Salah satu persaingan usaha yang ada di Indonesia adalah perusahaan jasa konstruksi yang menghasilkan produk akhir berupa bangunan atau bentuk fisik lainnya, baik berupa sarana maupun prasarana yang berfungsi untuk meningkatkan pertumbuhan dan perkembangan berbagai bidang di Indonesia. Salah satu cara untuk mempertahankan pelanggan adalah dengan meningkatkan kepuasan pelanggan.*

*Data primer dan sekunder dilakukan dalam penelitian ini, yang kuesioner diberikan kepada pelanggan PT. Dutaraya Sejati Medan. Teknik pengambilan sampel yang digunakan adalah non-probability sampling, yaitu convenience sampling. Data penelitian dianalisis menggunakan software SPSS 26.0, model penelitian yang diteliti menggunakan uji normalitas, heteroskedastisitas, multikolinearitas dan linieritas. Untuk penelusuran data lebih lanjut, penelitian ini menggunakan regresi linier, regresi linier berganda, dan uji koefisien determinasi, pengujian hipotesis dilakukan dengan Uji-F dan Uji-T.*

*Hasil penelitian menunjukkan bahwa Keadilan Prosedural, Keadilan Interaksional, Keadilan Distributif, Upaya Pelanggan, Kualitas Solusi Layanan berpengaruh terhadap Kepuasan Pelanggan secara parsial dan simultan. Kepuasan Pelanggan berpengaruh terhadap Loyalitas Pelanggan. Selain itu, Kepuasan Pelanggan memediasi pengaruh Keadilan Prosedural, Keadilan Interaksional, Keadilan Distributif, Upaya Pelanggan, dan Kualitas Solusi Layanan terhadap Loyalitas Pelanggan di PT. Dutaraya Sejati Medan.*

**Kata Kunci:** *Keadilan Prosedural, Keadilan Interaksional, Keadilan Distributif, Upaya Pelanggan, Kualitas Solusi Layanan, Kepuasan Pelanggan, and Loyalitas Pelanggan*  
**Referensi:** 26 (1965-2022)