THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION TO CUSTOMER LOYALTY USING STRUCTURAL EQUATION MODELLING
(Case Study : PT. TOYOTA ASTRA MOTOR Galaxy Surabaya)

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ABSTRACT

A company that put the quality of the service forward will receive the long-term profit and could compete in the free competition era. This condition caused many automotive companies to have to carry out the improvement of the strategy and tactics in order to be able to continue to remain and develop in order to be able to maintain his market share. To overcome the condition, a company did not only increase the quality of the product but also increased the quality of the service.

This research used the SEM method (Structural Equation Modeling) because SEM could analyze the connection between often was variable where being enabled one variable could become variable independent in one equality and to the variable dependent in the other equality. The sample was taken from the consumer who enjoyed the service from the car at the Bengkel Auto2000 Galaxy in address of Kertajaya Indah Timur No. 31. The research was with the SEM approach carried out in five main dimensions of the quality of the service (tangibles, reliability, responsiveness, assurance, empathy).

The results of the research were, the research proved the existence of the influence of the quality of the service on the consumer's satisfaction and the consumer's loyalty of the Workshop Auto2000 the branch of Galaxy Surabaya could be accepted. Where being found that the consumer's satisfaction more influenced the customer's loyalty compared with the quality of the service directly. This was shown with the value t that was bigger than \( t_{table} \) \( CR > t_{table} = 4.95 >1.692 \), so as to be proven that the quality of the service influenced the customer's loyalty through the consumer's satisfaction.

The key word: the Quality of the service, the consumer's satisfaction, the customer's loyalty, Structural Equation Modeling