

ABSTRACT

THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY

(A Research in banjar studio horizontal cv)

By :

DZIKRI MUJAHID PURNAWAN

133402581

Advisor :

Mochammad Soleh Soeaidy

Anne Kurniawati

The aim of this research is to find out and analyze the effect of service quality on customer loyalty in the Horizontal Studio.

The research method used is a survey research method, while data collection techniques are carried out through questionnaires, interviews and documentation studies. The sampling technique used a census technique with a size of 20 respondents. The analytical tool used is regression analysis.

Based on the results of this study, there is a positive/significant effect between service quality and customer loyalty, if the horizontal studio company implements strategies that can improve service quality at the horizontal studio, then customer loyalty will automatically be created

Keywords: the effect of service quality on customer loyalty