ABSTRACT

THE CUSTOMER ENGAGEMENT AND SERVICE QUALITY AS DETERMINANTS OF CUSTOMER SATISFACTION AND ITS IMPLICATIONS ON LOYALTY
(Survey of Plaza Asia Tasikmalaya Customers)

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This study aims to determine and analyze: customer engagement, service quality, customer satisfaction and customer loyalty. The effect of customer engagament and service quality on customer satisfaction and its implications for customer loyalty to Plaza Asia Tasikmalaya customers either partially or simultaneously. The research method used in this study is a survey method. the population in this study were members of Plaza Asia, amounting to 25,700 customers. Sampling was taken by simple random sampling as many as 400 customers. The data analysis technique used a structural equation model (SEM) with AMOS. The total score of customer engagement as a whole is 12,113 including good category, service quality is 16,147 including good category, customer satisfaction is 9,343 including good category and customer loyalty is 13,279 including good category. The results showed that customer engagement had a significant positive effect on customer satisfaction, service quality had a significant positive effect on customer satisfaction. Customer satisfaction has a significant positive effect on customer loyalty. Customer engagement has a positive effect on customer loyalty, service quality has no significant effect on customer loyalty. By mediating customer satisfaction, customer engagament and service quality have a positive and significant effect on customer loyalty.

Keywords: customer engagement, service quality, customer satisfaction, and customer loyalty

ABSTRAK

**KETERLIBATAN PELANGGAN DAN KUALITAS PELAYANAN
SEBAGAI DETERMINAN KEPUASAN PELANGGAN
SERTA IMPLIKASINYA PADA LOYALITAS**
(Survey pada Pelanggan Plaza Asia Tasikmalaya)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis: keterlibatan pelanggan, kualitas pelayanan, kepuasan pelanggan dan loyalitas pelanggan. Pengaruh keterlibatan pelanggan dan kualitas pelayanan terhadap kepuasan pelanggan serta implikasinya pada loyalitas pelanggan pada pelanggan Plaza Asia Tasikmalaya baik secara parsial maupun simultan. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei. populasi dalam penelitian ini adalah member Plaza Asia yang berjumlah 25.700 pelanggan. Pengambilan sampel diambil secara *simple random sampling* yaitu sebanyak 400 pelanggan. Teknik analisis data menggunakan *structural equation model* (SEM) dengan AMOS. Total skor keterlibatan pelanggan secara keseluruhan sebesar 12.113 termasuk kategori baik, kualitas pelayanan sebesar 16.147 termasuk kategori baik, kepuasan pelanggan sebesar 9.343 termasuk kategori baik dan loyalitas pelanggan sebesar 13.279 termasuk kategori baik. Hasil penelitian menunjukkan bahwa keterlibatan pelanggan berpengaruh positif signifkan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan. Keterlibatan pelanggan berpengaruh positif terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh tidak signifikan terhadap loyalitas pelanggan. Dengan mediasi kepuasan pelanggan, keterlibatan pelanggan dan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci : keterlibatan pelanggan, kualitas pelayanan, kepuasan pelanggan, dan loyalitas pelanggan