ABSTRACT

"Analysis of Service Quality and Customer Satisfaction To Customer Loyalty in Bandung City Government Employees Cooperative (KPKB)".
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Each company is quickly making the changes is fundamental to the company that is one of them is doing the best service for each customer, so customers feel satisfied, and then delivers customer loyalty to the company the company it self.

The purpose of this study, among others, namely, (1) To know How the quality of services in Bandung City Government Employees Cooperative (KPKB), (2) To find out How Customer satisfaction in Bandung City Government Employees Cooperative (KPKB), (3) To know How to loyalty Customers in Bandung City Government Employees Cooperative (KPKB), (4) To determine the magnitude of the effect of service quality and satisfaction on customer loyalty in Bandung City Government Employees Cooperative (KPKB).

The method used in this research is descriptive research method and verifikatif with a sample of 100 people who are consumers who come to Bandung City Government Employees Cooperative (KPKB), and use the analysis points to mengethui mathematical models, analysis of product moment correlation (Pearson), to calculate the level of closeness relations of determination analysis to determine its influence. To facilitate the processing of data, the authors used the software SPSS for windows version 18.0.

The results obtained that the Service Quality and customer satisfaction has a strong and positive impact on Customer Loyalty ® is a correlation of 0.506 while the magnitude of influence on customer satisfaction kualitaslayanan and amounted to 47.8% as measured using the formula coefficient of determination, and the remaining 52, 2% is the influence of other factors. The calculation result obtained test the hypothesis that t count is greater than t table (5.704> 3.833) Ho is rejected. Which means a significant relationship between Service Quality and Customer Satisfaction to Customer Loyalty in Bandung City Government Employees Cooperative (KPKB).

Keywords: Quality of Service, Customer Satisfaction, Customer Loyalty