Abstract

Hilly Annapurna (2011), "*The Influence of Service Quality and Corporate Image of Consumer Loyality* ".
Dibawah Bimbingan Bapak Rizki Zulfikar, SE., M.Si

Service quality considered by tangible, reliability, responsiveness, assurances, and empathy. Corporate image considered by reputation, recognition, affinity, and brand loyalty. And consumer loyality considered by made a regularly purchases, purchasing outside of product/service lines, recommended to the others, strength against competitors product. These research aims to analyzing the influence of service quality, corporate image about consumer loyality of Sari Rasa Sambel Hejo Restaurant Jl. Natuna No. 29 Bandung.

Using method multiple linier regression, MSI Method Succesive Interval test, IPA (Importance Performance Analysis). Result of the research indicated partially influence that has significant influence about consumer loyality which is corporate image variable with a high impact and strong with a great influence amounting 54,1% and quality service variable which is doesn't give a significant influences about consumer loyality with influence only 1,0%.

Simultaneously there is a high impact as well as strong and significant between service quality and corporate image towards consumer loyality with a great influence amounting 54,9% and the rest 54,9% are another variable which is not investigated.

Keywords : Service quality, corporate image, consumer loyality