Abstract

Ivan Darviansyah 21210705, "The Quality Of Communication Personal And Servicescape Its Effect Customer Loyalty On Using Damri Bus Transportation"Case Study At Bus Damri Route Kota Baru Parahyangan-Alun-Alun", The Guidance of Rizki Zulfikar SE., M.Si.

Custome's loyalty is influenced by several factors, one of them is quality of the personal communications and servicescape. The phenomenon of variable the quality of employee's communication skill is still not good yet while communicate that in doing by an employee (the conductor) when collecting the cost to passengers. The phenomenon of variable servicescape is the temperature condition of the air inside the bus is still feels hot, and phenomenon of variable customer loyalty as the customer that has not recommends another people to using Damri Bus as the transportation service.

This research aims to understand: (1) The influence of personal communications against customer loyalty using transportation services Damri route Kota Baru Parahyangan – Alun-Alun. (2) The influence of servicescape to customer's loyalty to using transportation services Damri Bus route Kota Baru Parahyangan – Alun-alun. As many as 100 passengers taken as samples, the sample through the technique with the methods of stratified random sampling. Data collected through the spread of questionnaires, observation, and interview. The method that used in the survey is descriptive and verification. Data presented in the form of table and analyzed with method of simple regression analysis with the software program SPSS 20.0 for window. Research shows that quality of the personal communications and servicescape giving influence that are relatively good against customer's loyalty to using Damri Bus route Kota Baru Parhyangan – Alun-Alun partially.

Keywords: Quality of the Personal Communications, Servicescape, Customer's Loyalty