ABSTRACT

THE INFLUENCE OF SERVICE QUALITY AND COMPANY’S IMAGE TOWARD CUSTOMER LOYALTY
(With the Case of Waroeng Diggers Restaurant in Bandar Lampung)

By:

RISKA TRISNAYANTI

Each restaurant is required to have a unique concept which keeps consumers from boredom so that it can make the consumers to remain loyal and able to survive in the competition with other restaurants.

The purpose of this study is to analyzed the positive influence of service quality and the company's image towards the Diggers’ customer loyalty. After that, the writer analyzed which variable that is more dominant in influencing the customer loyalty. The research type design used is descriptive research with a survey method. Collecting data method will use questionnaires with probability techniques of simple random sampling to 100 respondents who are Digger’s consumers. Then, it will be analyzed using multiple linear regression analysis.

The results shows that the majority of consumers find 45% satisfactory service quality and 48% of consumers think that Diggers has good corporate image. After doing t-test, the result obtained t value for service quality is 4.177 with the significance probability 0.000, so that from individual consumer loyalty side, it positive affects the quality of service. In the other side, the t value for the company's image with a probability of significance 0.001 is 3.515. It shows that the individual variable proves that company’s image also positive affects to consumer loyalty. Based on the regression equation $Y= 0.457X_1 + 0.385X_2$, noted that service quality has a greater regression coefficient, 0.457, which is more influential than the image of a company that has a regression coefficient of 0.385 for customer loyalty.

Keywords: Service quality, company's image, consumer loyalty.