

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh kualitas pelayanan dan lokasi terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening pada bengkel hc garage bukittinggi. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 96 responden. Metode analisis yang digunakan *structural equation modeling* menggunakan smartpls.

Hasil penelitian yang didapatkan terdapat pengaruh yang signifikan kualitas pelayanan terhadap kepuasan pelanggan. Terdapat pengaruh yang signifikan lokasi terhadap kepuasan pelanggan. Terdapat pengaruh yang signifikan kualitas pelayanan terhadap loyalitas pelanggan. Terdapat pengaruh yang signifikan lokasi terhadap loyalitas pelanggan. Terdapat pengaruh yang signifikan kepuasan pelanggan terhadap loyalitas pelanggan. Terdapat pengaruh yang signifikan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Terdapat pengaruh yang signifikan lokasi terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Lokasi, Kepuasan Pelanggan dan Loyalitas Pelanggan

ABSTRACT

This research aims to test how much influence service quality and location have on customer loyalty through customer satisfaction as an intervening variable at the Bukittinggi HC garage workshop. The data collection method is through surveys and distributing questionnaires, with a sample of 96 respondents. The analytical method used is structural equation modeling using smartpls.

The research results showed that there was a significant influence of service quality on customer satisfaction. There is a significant influence of location on customer satisfaction. There is a significant influence of service quality on customer loyalty. There is a significant influence of location on customer loyalty. There is a significant influence of customer satisfaction on customer loyalty. There is a significant influence of service quality on customer loyalty through customer satisfaction. There is a significant influence of location on customer loyalty through customer satisfaction.

Keywords: *Service Quality, Location, Customer Satisfaction and Customer Loyalty*