

ABSTRAK

Penelitian ini bertujuan untuk mengetahui “Pengaruh Kualitas Pelayanan Dan *Relationship Marketing* Terhadap Kepuasan Pelanggan, Melalui Loyalitas Sebagai Variabel Intervening Pada Toko Sepatu Shoes Holic Padang”. Metode yang digunakan adalah analisis regresi linier berganda. Dengan mengedarkan kuesioner sebanyak 100 responden.

Hasil diperoleh bahwa Kualitas Pelayanan berpengaruh positif signifikan terhadap Kepuasan Pelanggan, *Relationship Marketing* berpengaruh positif signifikan terhadap Kepuasan Pelanggan, Kualitas Pelayanan berpengaruh positif signifikan terhadap Loyalitas dan *Relationship Marketing* berpengaruh positif signifikan terhadap Loyalitas. kepuasan berpengaruh positif signifikan terhadap loyalitas. Secara bersama-sama Kualitas Pelayanan dan *Relationship Marketing* pengaruh positif signifikan Terhadap Kepuasan Pelanggan, Secara bersama-sama Kualitas Pelayanan dan *Relationship Marketing* dan kepuasan berpengaruh positif signifikan Terhadap loyalitas. Loyalitas memediasi hubungan pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan dan Loyalitas memediasi hubungan pengaruh *Relationship Marketing* terhadap Kepuasan Pelanggan. sumbangan Model I sebesar 21,6%, sedangkan sisanya sebesar 78,4%, sumbangan Model II variabel sebesar 68,7%, sedangkan sisanya sebesar 31,3%

Akhirnya penulis menyarankan kepada Toko Sepatu Shoes Holic Padang untuk dapat meningkatkan kualitas pelayanan dan *Relationship Marketing* terhadap keputusan pembelian Melalui Loyalitas Sebagai Variabel Intervening.

Kata Kunci : Kualitas Pelayanan, *Relationship Marketing*, Kepuasan Pelanggan, dan Loyalitas

ABSTRACT

This study aims to determine "The Effect of Service Quality and Relationship Marketing on Customer Satisfaction, Through Loyalty as an Intervening Variable in the Shoes Shop Holic Shoes Padang". The method used is multiple linear regression analysis. By distributing questionnaires of 100 respondents.

The results obtained that Service Quality has a significant positive effect on Customer Satisfaction, Relationship Marketing has a significant positive effect on Customer Satisfaction, Service Quality has a significant positive effect on Loyalty and Relationship Marketing has a significant positive effect on Loyalty. satisfaction significantly positive effect on loyalty. Together Service Quality and Relationship Marketing have a significant positive effect on Customer Satisfaction, Together Service Quality and Relationship Marketing and satisfaction have a significant positive effect on loyalty. Loyalty mediates the relationship of the influence of Service Quality on Customer Satisfaction and Loyalty mediates the relationship of the influence of Relationship Marketing on Customer Satisfaction. the contribution of Model I was 21.6%, while the remainder was 78.4%, the contribution of the Model II variable was 68.7%, while the remainder was 31.3%

Finally, the authors suggest to Shoes Shoes Holic Padang to be able to improve the quality of service and Relationship Marketing towards purchasing decisions through Loyalty as an Intervening Variable.

Keywords: Service Quality, Relationship Marketing, Customer Satisfaction, and Loyalty