

## **ABSTRACT**

*This study aimed to analyze the influence of service quality on customer loyalty through customer satisfaction as an intervening variable case study in Larissa skincare Yogyakarta. The object of this study is Larissa skincare Yogyakarta, while the subject is Larissa skincare Yogyakarta consumers who never make purchases Larissa skincare products Yogyakarta least twice the purchase. In this study sample of 95 respondents were selected using purposive sampling method and using field survey data collection techniques. Data analysis techniques used in this study using multiple linear regression analysis with SPSS 17, prior to the data analysis first tested the quality of instruments covering validity and reliability test.*

*The results of the analysis conducted to show the quality of service and significant positive effect on customer satisfaction. Quality of service is not significant positive effect on customer loyalty. Customer satisfaction and significant positive effect on customer loyalty. Customer satisfaction can mediate service quality on customer loyalty.*

*Keywords: Service Quality, Customer Satisfaction, Customer Loyalty.*