

ABSTRACT

The goal of this study is to know the effect of service quality customer loyalty which is moderated by customer satisfaction at special sambal restaurant in Yogyakarta. This research was done by doing survey, whereas the method to gain the data used quisioner technique. The subjects of this research are Muhammadiyah Yogyakarta University student who become costumer on special sambal restaurant. To analyse the data, researcher used moderator regression analysis.

The findings reveal that the quality service gave significant positive effect for customer satisfaction especially for Muhammadiyah Yogyakarta University student at special sambal restaurant. The service quality gave positive and significant effect for customer loyalty. Customer satisfaction influenced on positive and significant effect for customer loyalty. The research findings of this study implied that there was positive and significant effect on service quality for customer loyalty which is moderated by customer satisfaction.

Key word : service quality , customer loyalty, customer satisfaction.