

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh antar variabel kualitas pelayanan terhadap kepuasan pelanggan, kualitas pelayanan terhadap loyalitas pelanggan, kepuasan pelanggan terhadap loyalitas pelanggan, dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel *intervening*.

Penelitian ini dilakukan pada pengguna jasa Homer Laundry di Yogyakarta dengan jumlah sampel 100 responden dengan teknik *purposive sampling* dengan *Software SPSS 21.0 for Windows*.

Hasil penelitian ini menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, serta kepuasan pelanggan berpengaruh positif dan signifikan dalam memediasi kualitas pelayanan terhadap loyalitas pelanggan.

**Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan.**

## **ABSTRACT**

*This study aims to analyze the influence of service quality variables on customer satisfaction, service quality on customer loyalty, customer satisfaction on customer loyalty, and service quality on customer loyalty through customer satisfaction as an intervening variable.*

*This research was conducted on Homer Laundry service users in Yogyakarta with a sample of 100 respondents with a purposive sampling technique with SPSS 21.0 for Windows Software.*

*The results of this study indicate that service quality has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, and customer satisfaction has a positive and significant effect in mediating service quality to customer loyalty.*

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