**PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN YANG DIMEDIASI OLEH KEPUASAN PELANGGAN DI AHASS 07617 ANYAR MOTOR II MOJOAGUNG**

**ABSTRAK**

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Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh kualitas pelayanan dan loyalitas pelanggan yang dimediasi oleh kepuasan pelanggan di AHASS 07617 Anyar Motor II Mojoagung. Penelitian menggunakan pendekatan kuantitatif. Jenis penelitian eksplanasi *(eksplanatory research)*. Populasi yang digunakan dalam penelitian ini adalah pelanggan AHASS 07617 Anyar Motor II Mojoagung. Teknik analisis yang digunakan meliputi uji validitas, uji reliabilitas, analisis deskriptif, analisis SEM dengan menggunakan software WarpPLS 5.0. hasil penelitian menunjukan bahwa kualitas pelayanan tidak berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan mampu memediasi hubungan antara kualitas pelayanan terhadap loyalitas pelanggan.

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

**THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY THAT IS EDUCATED BY CUSTOMER SATISFACTION IN AHASS 07617 ANYAR MOTOR II MOJOAGUNG**

**ABSTRAK**

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 This study aims to analyze and prove the influence of service quality and customer loyalty mediated by customer satisfaction in AHASS 07617 Anyar Motor II Mojoagung. Research uses a quantitative approach. Type of explanatory research. The population used in this study was customers of AHASS 07617 Anyar Motor II Mojoagung. The analysis technique used includes validity test, reliability test, descriptive analysis, SEM analysis using WarpPLS 5.0 software. the results of the study show that service quality does not have a positive and significant effect on customer loyalty. Service quality has a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction is able to mediate the relationship between service quality and customer loyalty.

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