

CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

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ABSTRACT

This study aims to analyze the effect of service quality on customer satisfaction, the effect of customer value on customer satisfaction, the effect of service quality on customer loyalty, the effect of customer value on customer loyalty, the effect of customer satisfaction on customer loyalty, the effect of service quality and customer value on customer satisfaction, the effect of service quality, customer value and customer satisfaction on customer loyalty.

The population in this study were all customers who had used hotel services in the city of Semarang. The number of samples in this study was 100 respondents. The sampling technique using purposive sampling is a sampling technique with certain considerations. The measurement scale used is the Likert scale, path analysis using the SPSS version 16 program.

The results showed a positive and significant effect of service quality on customer satisfaction, customer value on customer satisfaction, service quality on customer loyalty, customer value on customer loyalty, customer satisfaction on customer loyalty, service quality and customer value on customer satisfaction, customer quality, value customers and customer satisfaction on customer loyalty.

KEYWORDS: *Customer Quality, Customer Value, Customer Satisfaction, Customer Loyalty*