

**PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS  
DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING STUDI  
PADA MASKAPAI GARUDA INDONESIA**

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**ABSTRAK**

Penelitian ini menguji hubungan antara Pengaruh variabel kualitas pelayanan terhadap loyalitas pelanggan dan kepuasan pelanggan sebagai variabel intervening. Penelitian ini didasarkan pada penyelidikan empiris pada Maskapai Garuda Indonesia. Data primer dikumpulkan dari survei 115 kuesioner yang disebarkan pada Bandar Udara International Minangkabau, digunakan sebagai sampel. Berdasarkan hasil penelitian dapat disimpulkan bahwa Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan Maskapai Garuda Indonesia. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan Maskapai Garuda Indonesia. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan Maskapai Garuda Indonesia. Dan variabel kepuasan pelanggan memiliki pengaruh paling dominan terhadap loyalitas pelanggan, hal ini di tandai dengan adanya nilai t-statistik paling tinggi dan nilai P values lebih rendah dari empat variabel.

Kata kunci: Kualitas Pelayanan, Loyalitas Pelanggan, Kepuasan Pelanggan.

**THE EFFECT OF SERVICE QUALITY ON LOYALTY WITH  
SATISFACTION AS A VARIABLE INTERVENING STUDY IN GARUDA  
INDONESIA**

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**ABSTRACT**

*This study examines the relationship between the effect of service quality variables on customer loyalty and customer satisfaction as an intervening variable. This research is based on empirical investigations on Garuda Indonesia Airlines. Primary data were collected from a survey of 115 questionnaires distributed at Minangkabau International Airport, used as a sample. Based on the results of this study concluded that the quality of service has a positive and significant effect on customer loyalty of Garuda Indonesia Airlines. Service quality has a positive and significant impact on customer satisfaction of Garuda Indonesia Airlines. Customer satisfaction has a positive and significant impact on customer loyalty of Garuda Indonesia Airlines. And customer satisfaction variables have the most dominant influence on customer loyalty, this is marked by the existence of the highest t-statistic value and the value of P values lower than four variables.*

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