

**PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS
PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI
VARIABEL INTERVENING PADA *SOOPERCUT BARBERSHOP* DI
KOTA PADANG**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan sebagai variabel intervening. Penelitian ini menggunakan metode pengumpulan data dengan menyebarkan kuesioner. Populasi dan sampel yang digunakan dalam penelitian ini adalah pelanggan *Soopercut barbershop* Di kota Padang yang berjumlah sebanyak seratus tiga puluh delapan orang responden. Metode analisa data dalam penelitian ini adalah PLS dan SPSS. Hipotesis dalam penelitian ini diuji dengan menggunakan metode analisis meliputi: *Measurement Model Assessment* , *Analisis Deskriptif*, *R Square*, *Q square* dan *Structural Model Assessment*. Dari hasil pengujian dapat disimpulkan bahwa kualitas pelayanan berpengaruh positif terhadap loyalitas pelanggan *Soopercut barbershop* Di kota Padang. Kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan *Soopercut barbershop* Di kota Padang, kepuasan berpengaruh terhadap positif terhadap loyalitas pelanggan *Soopercut barbershop* Di kota Padang dan kepuasan pelanggan memediasi antara kualitas pelayanan dan loyalitas pelanggan *Soopercut barbershop* Di kota Padang.

Kata Kunci: Kualitas Pelayanan, Kepuasan pelanggan, Loyalitas pelanggan

***THE EFFECT OF QUALITY OF SERVICE TO CUSTOMER LOYALTY
WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES IN
SOOPERCUT BARBERSHOP IN PADANG CITY***

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ABSTRACT

This study aims to examine and analyze the effect of service quality on customer loyalty with satisfaction as an intervening variable. This research uses data collection methods by distributing questionnaires. The population and sample used in this study were the Soopercut barbershop customers in Padang city which numbered one hundred thirty-eight respondents. Data analysis method in this research is PLS. The hypothesis in this study was tested using analytical methods including: Measurement Model Assessment, Descriptive Analysis, R Square, Q square and Structural Model Assessment. From the test results it can be concluded that the quality of service has a positive effect on customer loyalty Soopercut barbershop in the city of Padang. Service quality has a positive effect on customer satisfaction. Soopercut barbershop In Padang, satisfaction has a positive effect on customer loyalty. Soopercut barbershop In Padang, and customer satisfaction mediates between service quality and customer loyalty. Soopercut barbershop in Padang.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty