

ABSTRACT

This research aims to analyze the influence of service quality on customer satisfaction and customer loyalty at Yamaha Max Garage Semarang with the customer satisfaction variable being an intervening variable, so that it can be used as a review of Yamaha Max Garage in creating strategies to increase customer loyalty.

Data collection used a non-probability sampling method with a purposive sampling technique by distributing questionnaires directly at the Yamaha Max Garage workshop location. The number of samples obtained in this research was 150 respondents with the criteria of having their motorbike maintenance at Yamaha Max Garage workshop and being at least 17 years old. This research analyzes and tests three hypotheses quantitatively using the Structural Equation Model (SEM) analysis technique using the Analysis of Moment Structure (AMOS) version 24 program.

The results of testing the three proposed hypotheses proved that two hypotheses were successfully accepted, and one hypothesis was rejected. This research found that customer satisfaction has a direct and significant influence on customer loyalty, service quality does not have a significant direct influence on customer loyalty, and service quality has a significant direct influence on customer satisfaction.

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