ABSTRACT

The research is motivated by declining number of customers in Safari Dharma Raya during 2012 of subscribes indicates that customer loyalty in Safari Dharma Raya in Temanggung declined. By looking at existing problem, the study is aimed to analyze how to improve customer loyalty that is supported by an increasing of service quality, perceived value and customer satisfaction Safari Dharma Raya bus in Temanggung.

The population used in this research are customer of Safari Dharma Raya. And the sample are consist of 100 respondents using non probability sampling technique with purposive sampling approach. The method of data analysis that used this study is multiple regression which preveously tested the validity, realibility, classical assumptions, and Sobel test.

The result of analysis using multiple linier regression can be seen that service quality has positive and significant impact on customer satisfaction; perceived value has positive and significant impact on customer satisfaction; service quality has positive and significant impact on customer loyalty; perceived value has positive and significant impact on customer loyalty; customer satisfaction has positive and significant impact on customer loyalty.And the result of this study are also proven that seek customer satisfaction influential to service quality and customer loyalty, seek perceived value with customer loyalty.

Keywords:.Service Quality, Perceived Value, Customer Satisfaction, Customer Loyalty