ABSTRACT

The aims of this research are to determine the effects of service quality, customer satisfaction, and customer value toward the customer loyalty of Joglosemar Bus in Semarang town office. The data of this research is collected from 100 customer who use Joglosemar bus minimally two times in the last three months. The sampling technique of this research is non probability sampling with the method of purposive sampling. The analysis techniques used in the research are validity test, reliability test, classic assumptions test, multiple linear regression analysis and hypothesis test including the t test, F test, and coefficient of determination (R^2).

The result of analysis using multiple linear regression can be seen that the service quality variable has positive effect toward the customer loyalty of Joglosemar Bus. Second, the customer satisfaction variable has positive effect toward the customer loyalty of Joglosemar Bus. Third, the customer value variable has positive effect toward the customer loyalty of Joglosemar Bus. The result of analysis using t test can be seen that service quality, customer satisfaction and customer value have positive effect and significant toward the customer loyalty of Joglosemar Bus. The result of analysis using coefficient of determination is known that 59,9% of customer loyalty variable explained by the variation from service quality variable, customer satisfaction variable, and customer value variable, while 40,1% explained by others variable that excluded in this research.

Key words: Customer Loyalty, Service Quality, Customer Satisfaction, Customer Value.