

ABSTRACT

This research was motivated by the declining number of customers RapiGlass auto repair in the period 2009-2011. The reduced number of customers indicated that customer loyalty RapiGlass auto repair service users decreased. By looking at existing problems, this study aimed to analyze how to increase customer's loyalty, by improving service quality, pricing and customer's satisfaction

This study data's were collected by regular customers, which are customers that uses the services of RapiGlass auto repair for more than two times. The number of sample is based on the calculation of the Slovin formula with tolerable error rate is 5%, then the number of samples will be obtain to 89 respondents. Analyzes methods include Multiple Regression, which previously tested the validity, reliability and classical assumptions.

The results showed that the quality of service, pricing, and customer satisfaction has a positive and significant influence on customer loyalty. Advice from the author is to increase customer loyalty can be done by service quality improvement, maintaining customer satisfaction and pricing more in line with the ability of the customer. RapiGlass auto repair need to maintain and improve the elements that have been rated well by customers and need to fix things that are lacks.

Key words: service quality, price, customer satisfaction, customer loyalty.