

ABSTRACT

This research was motivated by the declining number in 2008-2011 of subscribers indicates that consumer satisfaction in Waterpark Semawis Semarang declined. By looking at existing problems, the study aimed to analyze how to improve their customer satisfaction, supported by improved service quality.

This study collected data from 100 respondents Waterpark Semawis Semarang users. The questionnaire consist of closed. The answer of closed questions that represent the observed variables were then being analyzed by value of Structural Equation Modeling which is run by Amos 16.0 programme.

The results of analysis showed that service quality has a significant and positive impact on customer satisfaction and customer satisfaction also has a positive and significant influence on consumer loyalty Waterpark Semawis Semarang.

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