

ABSTRACT

The purpose of this research is to test the influences of service quality, reputation, and service attribute advantage on customer satisfaction to increase customer loyalty. Using these variables, the usage of these variables are able to solve the arising problem within Bengkel Sinar.

The samples size of this research is 102 customers Bengkel Sinar. Using the Structural Equation Modeling (SEM). The results show that the service quality, reputation, and service attribute advantage on customer satisfaction to increase customer loyalty.

The effect of reputation on outlet customer satisfaction are 0,42; The effect service quality on customer satisfaction are 0,37; the effect service attribute advantage on customer satisfaction are 0,30 and The effect customer satisfaction on customer loyalty are 0,63.

Keywords: service quality, reputation, service attribute advantage, customer satisfaction, and customer loyalty.