

Abstract

When SPBU 44.591.14 Pati haven't performed in Pertamina Way yet, its service quality given to customers didn't equal with customer's hopes, based with many complains from customers arise on sold fuel quantity, sold fuel quality, customer's service by employee (especially operator), cleanliness and completeness of facility. All of that reflect unsatisfaction feeling of part customers and of course gives a probability for customers move to another public gas station (unloyal). This research was done with variables, consist of tangible, reliability, assurance, responsiveness, empathy, relationship, customers satisfaction and customers loyalty.

Analysis progress consist of descriptive statistic and inferential statistic. Descriptive statistic is resulting perception index and customer's interpretations : tangible on middle level, reliability (middle), assurance (middle), responsiveness (middle), empathy (high), relationship (high), customers satisfaction (middle), customers loyalty (middle). Inferential statistic performed to hipotetics test. In inferential statistic, to test the model performed Goodness of Fit Test and Regression Weight Test by SEM Analysis (Structural Equation Modelling) on software AMOS (Analysis of Moment Structures) release 16. Goodnes of fit index shows that research model can be recieved.

Hipotetics tests results for 7 (seven) hipotetics prove that : Higher tangible, reliability, assurance, responsiveness, and empathy quality then customer satisfaction higher ; Higher customer satisfaction then customer loyalty higher ;) Higher relationship quality then customer loyalty higher.

Keywords : tangible, reliability, assurance, responsiveness, customer satisfaction, relationship, customer loyalty.