

ABSTRACT

This Research has aim to analyze factors that induce customer loyalty. Customer satisfaction to service quality and product quality are going to influence the survival of service organization in the long term.

This research was observational. The data collected through questionnaire with purposive sampling method was applied to 120 people. Those are student of Magister Manajemen Diponegoro University Semarang. The data analysis tool used in the research structural equation modeling (SEM) with AMOS 16.0 program.

Model studies indicate the existence of 7 (seven) hypothesis. The Hypothesis are Higher reliability will get higher customer satisfaction (hypothesis 1), Higher responsiveness will get higher customer satisfaction (hypothesis 2), Higher assurance will get higher customer satisfaction (hypothesis 3), Higher empathy will get higher customer satisfaction (hypothesis 4), Higher tangibles will get higher customer satisfaction (hypothesis 5), Higher customer satisfaction will get higher customer loyalty (hypothesis 6), Higher relationship will get higher customer loyalty (hypothesis 7),

The result of model fits with the Goodness of Fit Index criteria as follows: Chi-square= 257.338; Significance probability = 0,104; RMSEA = 0,032; CMIN/DF = 1,119; TLI = 0,979; CFI = 0,983; GFI = 0,856 dan AGFI = 0,917. Based on the result that all hypothesis are accepted, can be concluded that the model is acceptable.

Keyword : Reliability, Responsiveness, Assurance, Tangibles, Empathy, Customer Satisfaction, Relationship, and Customer Loyalty.