

ABSTRACT

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***The Role of Service Quality Towards Customer Loyalty in Coffee Shops in Jakarta.* (Meike Kurniawati, S.Psi., M.M. & Erik Wijaya, M.Si.) Majoring in Psychology, Tarumanagara University. (i-ix; 50 pages, P1-P3, L1-L33).**

Coffee shop is one of the growing business. As the number of the shops increasing, the competition is getting tougher. Service quality is one of many ways to win the competition. The purpose of this research is to know the role of service quality towards customer loyalty in coffee shops in Jakarta. Based on the visual communication and data gathering using online questionnaire on 387 respondents in Jakarta, the data was processed by SPSS ver 15.00, lisrel 8.80, and linear regression test. The service quality is measured by Parasuraman, et. al. dimension which are reliability, empathy, tangibles, assurance, and responsiveness. Meanwhile, the customer loyalty is measured by Griffin which are returned buyer, buying all product variants, referencing to other people, and ignoring all competitors. The results are there's a role of service quality towards customer loyalty in coffee shops in Jakarta with $r = 0.61$ and $p = 0.000 < 0.05$. The conclusion of this research is better service quality leads to more loyal customers in coffee shops at Jakarta.

Keywords: service quality, customer loyalty, coffee shops in Jakarta