

ABSTRACT

Emeralda Golf Club is a service company that provides golf courses in Depok, West Java. The purpose of this study is to determine the effect of service quality on customer satisfaction, the effect of customer satisfaction on customer loyalty, the effect of service quality on customer loyalty and the effect of service quality on customer loyalty through customer satisfaction as an intervening variable at the Emeraldalda Golf Club.

This research method uses questionnaire data from 120 respondents who can fill out questionnaires and technical analysis in this study uses the Structural Equation Model based on Partial Least Square or (SEM-PLS).

Results of this study indicate that service quality has a significant effect on customer satisfaction by 64%, customer satisfaction has a significant effect on customer loyalty by 51%. Service quality has no significant effect on customer loyalty and service quality has a significant effect on customer loyalty with customer satisfaction as an intervening variable of 16%.

Keywords: *Service Quality, Customer Satisfaction, Customer Loyalty*