

ABSTRAK

Hasil akhir penelitian ini yaitu untuk mengetahui bagaimana pengaruh kualitas layanan, citra dan kepuasan terhadap loyalitas di Koperasi Simpan Pinjam Artha Prima cabang Jatisari Semarang. Penelitian ini menggunakan anggota di KSP Artha Prima cabang Jatisari Semarang sebagai populasi, dengan jumlah responden 100 dan menggunakan teknik *purposive sampling*. Berdasarkan hasil olah data menggunakan bantuan program spss V.23 mengindikasikan bahwa indikator valid dan reliabel untuk variabelnya, dari uji t diketahui hasil penelitian ini yaitu kualitas layanan juga citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan nasabah KSP Artha Prima cabang Jatisari Semarang, kemudian pengaruh kepuasan terhadap loyalitas yaitu positif dan signifikan.

Kata kunci: Kualitas Layanan, Citra Perusahaan, Kepuasan pelanggan dan Loyalitas Pelanggan.

ABSTRACT

The final result of this study is to determine how the influence of service quality, image and satisfaction on loyalty at the Artha Prima Savings and Loans Cooperative, Jatisari branch, Semarang. This study used members of the KSP Artha Prima Jatisari Semarang branch as a population, with a total of 100 respondents and using a purposive sampling technique. Based on the results of data processing using the assistance of the V.23 SSS program, it indicates that the indicators are valid and reliable for the variables, from the t test It is known that the results of this study are service quality as well as company image which has a positive and significant effect on customer satisfaction at the KSP Artha Prima branch of Jatisari Semarang, then the effect of satisfaction on loyalty is positive and significant.

Keywords: Service Quality, Company Image, Customer Satisfaction and Customer Loyalty.