

## ABSTRAK

Indutri makanan merupakan industri yang tak pernah hilang, ditandai dengan munculnya banyak restoran cepat saji, persaingan dalam industri makanan juga ketat, yang membuat setiap restoran cepat saji berlomba-lomba untuk memenangkan persaingan, salah satu strateginya dengan meningkatkan kualitas pelayanan mereka. Kualitas layanan yang baik sangat penting untuk meningkatkan jumlah konsumen. Penelitian ini bertujuan untuk mengetahui “Pengaruh *Kualitas Layanan Terhadap Loyalitas Pelanggan* Di McDonald Istana Plaza Bandung”. Dalam penelitian ini, peneliti melakukan penelitian dengan cara pengambilan sampel. Data-data yang ada dalam Tugas akhir ini diperoleh dan diolah menggunakan Spss 19 yaitu uji validitas, uji reliabilitas. Pengambilan sampel dengan menggunakan metode *purposive sampling*. Sampel yang digunakan sebanyak 200 orang responden. Variabel penelitian yang digunakan adalah *Kualitas Layanan* dan *Loyalitas Pelanggan*. Hasil penelitian menunjukkan bahwa *Kualitas Layanan* berpengaruh positif terhadap *Loyalitas Pelanggan*. Besarnya pengaruh *Kualitas Layanan* McDonald terhadap *Loyalitas Pelanggan* McDonald mahasiswa Universitas Kristen Maranatha Bandung adalah sebesar 11,8% dan sisanya adalah 88,2% dipengaruhi oleh faktor lain.

Kata Kunci : *Kualitas Layanan, Loyalitas Pelanggan*

## **ABSTRACT**

*Food industry was an industry that was never lost, marked by the emergence of many fast food restaurants, competition in the food industry too tight, which makes any fast food restaurants vying to win the competition, one of the strategies to improve the quality of their services. Good quality of service is very important to increase the number of consumers. This study aims to determine the "Effect of Service Quality Of Consumer Loyalty At McDonald Istana Plaza Bandung". In this study, researchers conducted a study by means of sampling. The data contained in this final project is acquired and processed using Spss 19 which test the validity, reliability test. Sampling using purposive sampling method. The sample used by 200 respondents. Variables used in this research is the Service Quality and Consumer Loyalty. The results showed that the Service Quality positive effect on Consumer Loyalty. The magnitude of the influence of Service Quality on Consumer Loyalty McDonald Maranatha Christian University students Bandung is 11.8% and the remaining 88.2% is influenced by other factors.*

*Keywords: Service Quality, Consumer Loyalty*

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