# ABSTRACT

Tammie/ 28150392/ 2019/ The Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Tous Les Jours at Mall Kelapa Gading/ Dr. Tony Sitinjak, M.M.

In this era, the competition in food and beverage industry grows rapidly. Nowadays, Indonesian society is starting to consume bread as the substitution meal of cooked rice. All the bakery should give promotion to the consumers, and maintain the service quality also increase customer satisfaction. All of this is addressed to reach Customers Loyalty. The objective of this study is to analyze how big the influence of service quality and consumer satisfaction on consumers loyalty in Tous Les Jours at Mall Kelapa Gading.

Service Quality consists five dimensions, they are: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Consumers Loyalty consists Product, Price, Employee Service, and Environment. While Consumer Loyalty consists four dimensions, they are: continuously purchase, purchase product line and service, reference the product to relations, and be insusceptible from competitor’s attraction.

The research method used is non probability sampling by collecting data through questionnaires by spreading to 120 respondents who are consumers of Tous Les Jours at Mall Kelapa Gading. The measuring instrument in the research is the validity test, reliability test, percentage, likert scale, classical assumption test, and multiple linier regression test. The tool used is SPSS 20.0.

The results showed that service quality variables did not affect customer loyalty while consumer satisfaction affect consumer loyalty.

This study resulted that overall that service quality not significant infulence and consumer satisfaction has a influence the consumers loyalty significantly, this mean the consumer had a positive experience with the product that create consumer loyalty.