

ABSTRACT

Rozy Kurniawan, 2011 Thesis. Title, An Influence of Service Quality To Consumer Loyalty At BC “Maulana Malik Ibrahim” State Islamic University of Malang

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Keywords : Service Quality, Consumer Loyalty.

Recently the retail business has grown rapidly. It can be demonstrated in terms of turnover that is still growing significantly, ie from about 42 trillion rupiahs in 2005, rising to around 58 trillion rupiahs in 2007 and in 2008 has reached around 67 trillion rupiahs. Increased turnover in recent years is mainly driven increasingly widespread by opening of new hypermarkets and mini market outlets. For example foreign hypermarket retailer, Carrefour has been successful in a short time surrounded the retail market potential major cities including the city of Malang, with ownership by the end of 2008 as many as 70 units. In this condition, one way to get loyal customers is to satisfy customer needs through service quality. In principle, the definition of service quality focuses on meeting the needs and desires of customers, as well as accuracy of delivery to match customer expectations.

For the method of random sampling of shoppers who come to BC UIN “Maulana Malik Ibrahim” Malang. Determination of samples is done by using sampling techniques or accidental coincidences Based on meeting with investigators and suitable as a source of sample data. Sampling by Malhotra (2006:291) is obtained by 100 respondents. While testing the results of studies uses multiple linear regression analysis model. This study consists of six independent variables namely empathy (X1), tangible (X2), Siddiq (X3), amana (X4), sermons (X5), fathanah (X6), while the dependent variable is the Consumer Loyalty (Y). Before performing regression analysis, it must be tested of the validity, reliability, normality, multicollinearity, autocorrelation, and heterokedastisitas, so they can get good grades.

From the survey results revealed F values calculated for 3,459 and 0.004 level of significance at the 5% significance level ($p < 0.05$). These results prove that the independent variables (Empathy, Tangibles, Siddiq, Amanah, Tabligh and Fathanah) together (simultaneously) significantly influence consumer loyalty BC UIN “Maulana Malik Ibrahim” Malang. While from a partial test variables significantly influence consumer loyalty BC UIN “Maulana Malik Ibrahim” Malang is variable Empathy, Tangibles, Siddiq, Amanah, and Fathanah. This is due to the significance of these variables in a row is worth 0,046; 0.000: 0.037: 0.046 and 0.037 with $\alpha = 5\%$ level of significance $p < 0.05$. While the variable Tabligh with no significant effect on consumer loyalty BC UIN “Maulana Malik Ibrahim” Malang because the significance of 0,208 is greater than 0.05 (significance $p > 0.05$). While the most dominant variable in affecting the variable Y is the variable X2 (Tangibles) because known the value of Tangibles variables (X2) is the smallest value among other variables, that is 0,000.