

ABSTRAK

Skrripsi ini dibuat dengan tujuan untuk menganalisis pengaruh *service quality* dan *physical evindence* terhadap *customer loyalty* dalam memilih tempat makan dan tempat berkumpul. Populasi pada penelitian ini adalah pelanggan yang sering datang ke Kameyama Boulangerie and Patisserie Surabaya pada bulan Januari hingga Juni 2019. Sampel penelitian ini adalah responden dari pelanggan yang sering datang berjumlah 108 responden diambil dengan menggunakan rumus *ferdinand*, teknik pengambilan secara *non probability sampling* dengan teknik *purposive sampling*, data diambil dengan menggunakan kuesioner dan dokumentasi kemudian dianalisis dengan bantuan program SPSS yang sebelumnya dilakukan uji validitas, uji reliabilitas dan uji asumsi klasik. Berdasarkan hasil regresi linear berganda diketahui koefisien regresi variable *service quality* dan *physical evidence* terhadap *customer loyalty*. Melalui uji t dan uji f dapat diketahui bahwa variable *service quality*, dan *physical evidence* secara parsial dan simutan berpengaruh terhadap *customer loyalty*.

Kata kunci: *Service Quality, Physical Evidence, dan Customer Loyalty*

ABSTRACT

This study aims to analyze the influence of service and physical quality on customer loyalty by choosing a cafe in Surabaya. The population in this study were customers who often came to KameyamaBoulangerie and Patisserie Surabaya in January to June 2019. The sample of this study is that respondents from customers who came with 108 respondents were taken using the Ferdinand formula, sampling using non-probability sampling technique with purposive sampling technique, data was taken using a questionnaire and reviewed with the help of the SPSS program which was previously conducted with validity test, reliability test and classic assumption test. Based on the results of multiple linear regression, resulting regression coefficient of service quality variable and physical evidence on customer loyalty. Through the T test and F test, it can be seen that the variable quality of service, and physical evidence partially and simultaneously affects customer loyalty.

Kata kunci: *Service Quality, Physical Evidence, dan Customer Loyalty*

