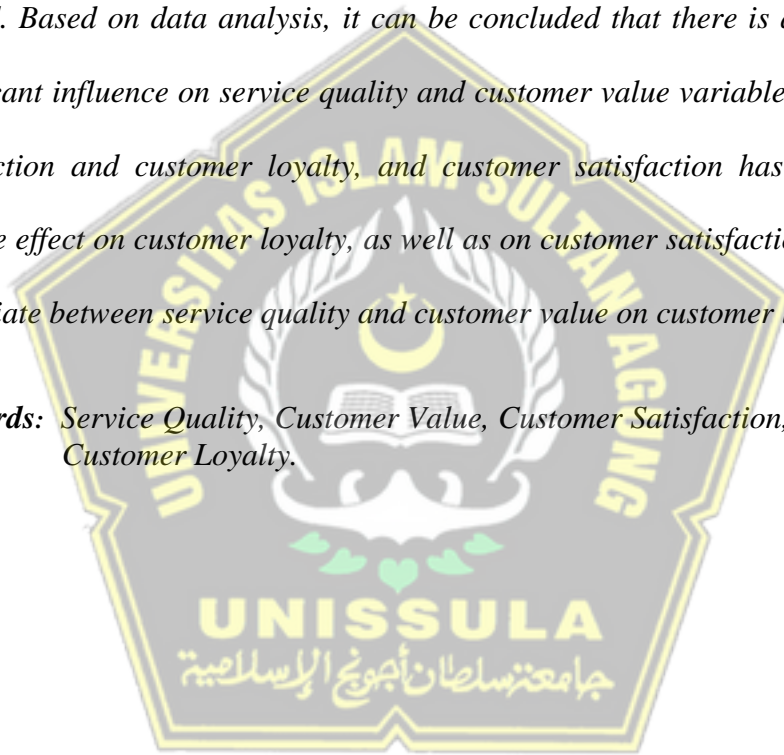


ABSTRACT

This research aims to examining and analyzing the role of increasing customer loyalty through service quality, customer value the implications for customer satisfaction. The population used in this study were students from Tegal - Semarang who used the Kaligung Train service. Samples taken were 100 respondents. Types of definite sampling methods. used is purposive sampling, which is based on certain considerations and represents the population to be studied. Based on data analysis, it can be concluded that there is a positive and significant influence on service quality and customer value variables on customer satisfaction and customer loyalty, and customer satisfaction has a significant positive effect on customer loyalty, as well as on customer satisfaction that is able to mediate between service quality and customer value on customer loyalty.

Keywords: *Service Quality, Customer Value, Customer Satisfaction, and Customer Loyalty.*



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis peran peningkatan loyalitas pelanggan melalui kualitas pelayanan, nilai pelanggan yang implikasinya terhadap kepuasan pelanggan. Populasi yang digunakan dalam penelitian ini adalah mahasiswa Tegal - Semarang yang menggunakan layanan jasa Kereta Api Kaligung. Sampel yang diambil sebanyak 100 responden. Jenis metode pengambilan sampel pasti. yang digunakan adalah dengan *Purposive Sampling*, yang berdasarkan pertimbangan tertentu dan mewakili populasi yang akan diteliti. Berdasarkan analisis data dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan variabel kualitas pelayanan dan nilai pelanggan terhadap kepuasan pelanggan dan loyalitas pelanggan, dan kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan, serta pada kepuasan pelanggan mampu memediasi antara kualitas pelayanan dan nilai pelanggan terhadap loyalitas pelanggan.

Kata kunci : *Kualitas Pelayanan, Nilai Pelanggan, Kepuasan Pelanggan, dan Loyalitas Pelanggan.*