

ABSTRAK

Tujuan penelitian ini adalah mendeskripsikan dan menganalisis pengaruh *people* dan *process* terhadap kepuasan pelanggan, dan kepuasan pelanggan terhadap loyalitas pelanggan. Populasi dalam penelitian ini adalah pelanggan di Armina *Skin and Beauty Clinic*. Metode pengambilan sampling menggunakan metode *purposive sampling*, dan diperoleh sampel sebanyak 100 responden. Metode analisis menggunakan regresi linier berganda. Berdasarkan analisis dapat disimpulkan bahwa terdapat pengaruh yang signifikan variabel *people* terhadap kepuasan pelanggan, dan berpengaruh signifikan variabel *people* terhadap loyalitas pelanggan. Terdapat pengaruh yang signifikan variabel *process* terhadap kepuasan pelanggan dan loyalitas pelanggan. Terdapat pengaruh signifikan variabel kepuasan pelanggan terhadap loyalitas pelanggan. Besaran pengaruh variabel *people* dan *process* terhadap kepuasan pelanggan sebesar 29,243%. Dan pengaruh *people*, *process*, dan kepuasan pelanggan terhadap loyalitas pelanggan sebesar 19,088%.

Kata Kunci : People, Process, kepuasan pelanggan dan loyalitas pelanggan

ABSTRACT

The purpose of this study is describing and analyzing the effect of people, process of customer satisfaction, and the effect of customer satisfaction of customer loyalty . The population of this study is the customers of Armina Skin and Beauty Clinic. The method of taking sampling is used purposive sampling method, and got 100 respondent sampling. The Analysis method is used doubled linier regression. Based on the analysis can be concluded that there is significant effect of *people variable to* customer satisfaction, and significant effect of *people variable to* customer loyalty. There is significant effect of process variable of customer satisfaction and customer loyalty. There is significant effect of process of customer satisfaction and customer loyalty. Mulberry's effect of *people variable and process* to customer satisfaction amount of 29,243%, and the effect of *people, process, and customer satisfaction of customer loyalty* is amount of 19,088%.

Key word : People, Process, customer satisfaction dan customer loyalty