

Intisari

Kualitas pelayanan dan nilai emosional konsumen sangat penting sekali untuk meningkatkan kepuasan konsumen yang akan berdampak pada loyalitas. Penelitian ini menguji pengaruh kualitas pelayanan dan nilai emosional pada kepuasan konsumen. Selain itu juga menguji pengaruh kualitas pelayanan dan nilai emosional pada loyalitas konsumen di DF Fitness and Aerobic.

Penelitian ini melibatkan 250 responden dengan instrumen penelitian berupa kuesioner. Pengujian dilakukan dengan uji regresi berganda untuk mengetahui pengaruh variabel kualitas pelayanan dan nilai emosional pada kepuasan konsumen dan pengaruh kualitas pelayanan dan nilai emosional pada loyalitas konsumen di DF Fitness and Aerobic.

Hasil dari penelitian ini menyebutkan bahwa ada pengaruh positif dan signifikan antara kualitas pelayanan dan nilai emosional pada kepuasan konsumen. Pengaruh positif dan signifikan antara kualitas pelayanan dan nilai emosional pada loyalitas konsumen. Variabel kepuasan konsumen memediasi parsial hubungan variabel kualitas pelayanan dan nilai emosional pada loyalitas konsumen DF Fitness and Aerobic.

Kata kunci: kualitas pelayanan, nilai emosional, kepuasan konsumen, loyalitas konsumen.

Abstract

Service quality and customer emotional value are very important to increase customer satisfaction which will have an impact on loyalty. This study examines the influence of service quality and emotional value on customer satisfaction. It also examines the influence of service quality and emotional value on customer loyalty at DF Fitness and Aerobic.

This study involved 250 respondents with research instrument in the form of questionnaire. The test is done by multiple regression test to know the influence of service quality and emotional value variables on customer satisfaction and the influence of service quality and emotional value variables on customer loyalty at DF Fitness and Aerobic.

The results of this study mentioned that there is a positive and significant influence between service quality and emotional value on customer satisfaction. Positive and significant influence between service quality and emotional value on customer loyalty. Customer satisfaction variable mediates partially the relation between service quality and emotional value variables on customer loyalty of DF Fitness and Aerobic.

Keywords: service quality, emotional value, customer satisfaction, customers loyalty.