# ABSTRAK

Perkembangan dunia bisnis bidang penyedia makan dan minum di Kota Bandung memiliki tingkat penurunan PDRB paling drastis sehingga banyaknya restoran yang mengalami kerugian salah satunya pada restoran Justus Steak House PVJ yang berkurangnya jumlah pengunjung dan mempengaruhi jumlah member aktif restoran sehingga berdampak pada pendapatan restoran yang terus menurun. Pelanggan tetap pun mulai berkurang dengan terus menurunnya data member restoran sehingga terindikasi bahwa masalah utama berada pada loyalitas pelanggan. Ketika sistem aplikasi member Justus Steak House di terbitkan, diterapkannya pula sistem kelekatan pelanggan yang menarik untuk diteliti, selain itu berdasarkan hasil penelitian pendahuluan bahwa sistem kelekatan pelanggan dan kualitas pelayanan restoran memiliki nilai terendah. Berdasarkan fenomena yang terjadi maka diangkat judul penelitian ini yaitu "Pengaruh Kelekatan Pelanggan dan Kualitas Pelayanan terhadap Loyalitas Pelanggan (Survey Pada Pelanggan Justus *Steak House* PVJ).

Penelitian ini bertujuan untuk mengetahui pengaruh kelekatan pelanggan dan kualitas pelayanan terhadap loyalitas pelanggan (survei pada pada pelanggan Justus *Steak House* PVJ) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 127 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kelekatan pelanggan dan kualitas pelayanan terhadap loyalitas pelanggan. Besarnya pengaruh kelekatan pelanggan dan kualitas pelayanan terhadap loyalitas pelanggan secara simultan 25,5% dan sisanya 75,5% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kelekatan pelanggan terhadap loyalitas pelanggan sebesar 8,1% dan pengaruh kualitas pelayanan terhadap loyalitas pelanggan sebesar 17,4%, sehingga dapat disimpulkan bahwa kualitas pelayanan memberikan pengaruh paling besar terhadap loyalitas pelanggan.

**Kata kunci: Kelekatan Pelanggan, Kualitas Pelayanan dan Loyalitas Pelanggan**

*ABSTRACT*

*Development of the business world in the field of food and drink providers in the city of Bandung has the most drastic decline in GDP so that many restaurants experience losses, one of which is the Justus Steak House PVJ restaurant which reduces the number of visitors and affects the number of active members of the restaurant so that it has an impact on restaurant income which continues to decline. Regular customers also began to decrease with the continued decline in restaurant member data so that it was indicated that the main problem was customer loyalty. When the Justus Steak House member application system was published, an interesting customer bonding system was also implemented, besides that based on the results of preliminary research that the customer bonding system and restaurant service quality had the lowest value. Based on the phenomenon that occurred, the title of this research was appointed, namely "The Influence of Customer Bonding and Service Quality on Customer Loyalty (Survey on Customers of Justus Steak House PVJ).*

*This study aims to find out the effect of customer bonding and service quality on customer loyalty (survey on Justus Steak House PVJ Customer) simultaneously or partially. The research method that being used in this research is descriptive and verification methods with a total sample of 100 respondents. Research instruments testing are using validiy and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation and coefficient of determination. The results showed that there was a positive and significant effect between customer bonding and service quality on customer loyaltys. The magnitude of the effect of customer bonding and service quality on simultaneous customer loyalty is 25,5% and the rest 75,5% are influenced by other unexamined variables. Partially, thee influence of customer bonding on customer loyaltys is 8,1% and the of service quality on customer loyaltys is 17,4%, so it can be concluded that service quality provides the greatest influence on customer loyalty.*

**Keywords: Customer bonding, Service quality and Customer loyalty**