

# Pengaruh Service Quality Terhadap Relationship Quality dan Customer Loyalty Pada Layanan Home Service Perbaikan dan Perawatan Mobil = The Effect of Service Quality on Relationship Quality and Customer Loyalty in Home Service Car Repair and Maintenance

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## Abstrak

Tujuan penelitian untuk mengukur pengaruh service quality dalam membangun trust, customer satisfaction, commitment, dan customer loyalty. Penelitian eksplanatori digunakan untuk menguji 9 hipotesis penelitian. Dengan menggunakan teknik convenience sampling, data dikumpulkan dari 413 responden yang telah menggunakan layanan home service perbaikan dan perawatan mobil. Selanjutnya model penelitian dianalisis dengan menggunakan PLS-SEM. Hasil pengolahan data memperlihatkan 8 hipotesis signifikan. Terbukti bahwa service quality memiliki dampak langsung terhadap trust, customer satisfaction, dan commitment, yang selanjutnya commitment mempengaruhi loyalty. Akan tetapi, penelitian ini tidak dapat membuktikan adanya pengaruh langsung customer satisfaction terhadap commitment. Temuan penelitian ini menambah perkembangan literatur secara empirikal tentang service quality, relationship quality, dan customer loyalty. Selain itu, penelitian ini juga menjelaskan bagaimana faktor relationship quality dapat mempengaruhi customer loyalty, dan mendorong hubungan secara jangka panjang pada pelanggan setelah menggunakan layanan home service perbaikan dan perawatan mobil yang berkaitan.

.....The purpose of this research is to measure the effect of service quality in building trust, customer satisfaction, commitment, and customer loyalty. The explanatory research consist of 9 hypotheses. By using the convenience sampling technique, data was collected from 413 respondents who have used home service car repair and maintenance services. Furthermore, the research model was analyzed using PLS-SEM. The results of data processing 8 hypotheses are significant. The result of research proves has a direct effect on trust, customer satisfaction, and commitment, furthermore, commitment affects loyalty. However, this study cannot prove a direct effect of customer satisfaction on commitment. The findings of this study add to the empirical literature on service quality, relationship quality, and customer loyalty. In addition, this research also explains how relationship quality factors can affect customer loyalty, and long-term customer relationships after using home service car repair and maintenance.