

ABSTRAK

Umi Ma'rifah. 2026. *Analisis Pengaruh Kepuasan Pelanggan dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Yuka Frozen Food di Kecamatan Jogorogo*. Skripsi. Program Studi Pendidikan Ekonomi, FKIP Universitas PGRI Madiun. Pembimbing (I) Dr. Dra Ninik Srijani, M.Pd., MM., (II) Dr. Ramadhan Prasetya Wibawa, M.Pd.

Persaingan bisnis frozen food yang semakin ketat menuntut pelaku usaha mempertahankan loyalitas pelanggan. Penelitian ini bertujuan mengetahui pengaruh kepuasan pelanggan dan kualitas pelayanan terhadap loyalitas pelanggan Yuka Frozen Food di Kecamatan Jogorogo. Penelitian menggunakan pendekatan kuantitatif dengan desain *explanatory research*. Populasi berjumlah 200 pelanggan dengan sampel 67 responden yang ditentukan melalui *simple random sampling*. Data primer dikumpulkan menggunakan kuesioner, observasi, dan dokumentasi. Analisis data menggunakan aplikasi SPSS versi 25, meliputi uji validitas, reliabilitas, statistik deskriptif, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji linearitas, uji autokorelasi, uji regresi linier berganda, uji t, uji F, dan koefisien determinasi. Hasil uji t menunjukkan kepuasan pelanggan tidak berpengaruh signifikan terhadap loyalitas pelanggan ($t=0,913$; $\text{sig.}=0,365$), sedangkan kualitas pelayanan berpengaruh positif dan signifikan ($t=4,325$; $\text{sig.}=0,000$). Uji F menunjukkan kepuasan pelanggan dan kualitas pelayanan secara simultan berpengaruh signifikan terhadap loyalitas pelanggan ($F=67,662$; $\text{sig.}=0,000$). Koefisien determinasi sebesar 67,9%, sedangkan 32,1% dipengaruhi faktor lain. Hasil penelitian menunjukkan kualitas pelayanan berperan penting mempertahankan loyalitas pelanggan.

Kata kunci: Kepuasan Pelanggan, Kualitas Pelayanan, Loyalitas Pelanggan

ABSTRACT

Umi Ma'rifah. 2026. *The Influence of Customer Satisfaction and Service Quality on Customer Loyalty at Yuka Frozen Food in Jogorogo District.* Undergraduate Thesis. Economic Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisors: (I) Dr. Dra. Ninik Srijani, M.Pd., M.M., (II) Dr. Ramadhan Prasetya Wibawa, M.Pd.

Key Terms: Customer Satisfaction, Service Quality, Customer Loyalty

The increasingly fierce competition in the frozen food business requires business actors to maintain customer loyalty. This study aims to determine the influence of customer satisfaction and service quality on Yuka Frozen Food customer loyalty in Jogorog District. The research uses a quantitative approach with *an explanatory research design*. The population totals 200 customers with a sample of 67 respondents determined through *purposive sampling*. Primary data were collected using questionnaires, observations, and documentation. Data analysis using the SPSS version 25 application, including validity, reliability, descriptive statistics, normality test, multicollinearity test, heteroscedasticity test, linearity test, autocorrelation test, multiple linear regression test, t test, F test, and determination coefficient. The results of the t-test showed that customer satisfaction had no significant effect on customer loyalty ($t=0.913$; $\text{sig.}=0.365$), while service quality had a positive and significant effect ($t=4.325$; $\text{sig.}=0.000$). The F test shows that customer satisfaction and service quality simultaneously have a significant effect on customer loyalty ($F=67,662$; $\text{sig.}=0.000$). The determination coefficient was 67.9%, while 32.1% was influenced by other factors. The results of the study show that service quality plays an important role in maintaining customer loyalty.