

**Pengaruh Service Quality terhadap Customer Loyalty melalui  
Customer Satisfaction (Studi pada Pelanggan Taxi Bluebird di Kota  
Semarang)**

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**ABSTRAK**

Tujuan dilakukannya penelitian ini adalah untuk mengetahui apakah pelanggan Taxi Bluebird di Kota Semarang masih akan tetap menggunakan Taxi Bluebird atau tidak karena maraknya taksi online jaman sekarang dan untuk mencari tahu apakah terdapat pengaruh dimensi-dimensi pembentuk kualitas pelayanan terhadap loyalitas yang melalui kepuasan pelanggan. Pengumpulan data dalam penelitian ini menggunakan kuesioner, populasinya yaitu para pelanggan Taxi Bluebird di Kota Semarang dengan jumlah sampel 165 responden yang diambil dengan menggunakan teknik Purposive Sampling. Data yang diperoleh kemudian dianalisis dengan menggunakan Structural Equation Modelling (SEM). Berdasarkan hasil penelitian diperoleh bahwa 1.) kelima dimensi pembentuk kualitas pelayanan (service quality) secara simultan tidak berpengaruh signifikan terhadap kepuasan pelanggan Taxi Bluebird. 2.) dimensi-dimensi pembentuk kualitas pelayanan (service quality) secara parsial berpengaruh signifikan terhadap kepuasan pelanggan, dimensi yang berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan yaitu daya tanggap (responsiveness) dan bukti fisik (tangible), sedangkan dimensi keandalan (reliability), jaminan (assurance), dan empati (emphaty) tidak berpengaruh signifikan terhadap kepuasan pelanggan Taxi Bluebird. 3.) kelima dimensi pembentuk kualitas pelayanan (service quality) secara simultan tidak berpengaruh terhadap loyalitas pelanggan Taxi Bluebird. 4.) dimensi-dimensi pembentuk kualitas pelayanan (service quality) secara parsial berpengaruh signifikan terhadap loyalitas pelanggan. Dimensi keandalan (reliability) berpengaruh secara positif dan signifikan terhadap loyalitas pelanggan, sedangkan dimensi bukti fisik (tangible), daya tanggap (responsiveness), jaminan (assurance) dan empati (emphaty) tidak berpengaruh signifikan terhadap loyalitas pelanggan. 5.) kepuasan pelanggan berpengaruh secara positif dan signifikan terhadap loyalitas pelanggan Taxi Bluebird.

Kata Kunci : bukti fisik, keandalan, daya tanggap, jaminan, empati, loyalitas pelanggan, kepuasan pelanggan

**The Influence of Service Quality toward Customer Loyalty through  
Customer Satisfaction (Study on Customer of Bluebird Taxi in  
Semarang City)**

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**ABSTRACT**

The purpose of this study is to find out whether the customer Bluebird taxi in Semarang City still use Bluebird taxi or not because of the rampant taxi online today furthermore to find out whether there is influence dimension-shaping quality of service to loyalty through customer satisfaction. Data collection in this study using questionnaires, the population is the customer Bluebird taxi in Semarang City with the number of samples are 165 respondents taken using purposive sampling technique. Data were analyzed using Structural Equation Modeling (SEM). Based on the study results obtained 1.) The five dimensions of service quality simultaneously have no significant influence on customer satisfaction of Bluebird taxi. 2.) Dimensions forming quality of service partially has a significant influence on customer satisfaction. Dimensions that have a positive and significant influence on customer satisfaction are responsiveness and tangible. While the dimensions of reliability, assurance, and empathy have no significant influence on customer satisfaction Bluebird taxi. 3.) The five dimensions of service quality shaping simultaneously have no influence on customer loyalty of Bluebird taxi. 4.) Dimensions forming service quality partially has a significant influence on customer loyalty. The dimension of reliability positively and significantly influencing of customer loyalty, while the dimensions of tangible, responsiveness, assurance and empathy have no significant influence on customer loyalty. 5.) Customer satisfaction positively and significantly influence has an on customer loyalty of Bluebird taxi.

**Keyword** : tangible, reliability, responsiveness, assurance, empathy, customer loyalty, customer satisfaction