

**PENGARUH *SELF SERVICE TECHNOLOGY* DAN KUALITAS
PELAYANAN TERHADAP LOYALITAS PELANGGAN MIE
GACOAN (PADA MAHASISWA PROGRAM STUDI
MANAJEMEN UNIVERSITAS QUALITY)**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *self service technology* dan kualitas pelayanan terhadap loyalitas pelanggan mie gacoan pada mahasiswa program studi manajemen universitas quality. Metode yang digunakan adalah penelitian kuantitatif dengan teknik analisis regresi linear berganda. Data dikumpulkan melalui penyebaran kuesioner kepada 67 responden yang merupakan mahasiswa program studi manajemen universitas quality. Berdasarkan hasil penelitian (Uji-t) *self service technology* (X_1) berpengaruh signifikan terhadap loyalitas pelanggan dengan nilai $T_{hitung} = 8.400 > T_{tabel} = 1.997$ dan mempunyai angka signifikansi sebesar $0,000 < 0,05$, disiplin kualitas pelayanan (X_2) dengan nilai $T_{hitung} = 6.736 > T_{tabel} 1.997$ dan mempunyai angka signifikansi sebesar $0,000 < 0,05$. Secara simultan *self service technology* (X_1) dan kualitas pelayanan (X_2) berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y), dengan nilai uji-f nilai F_{hitung} sebesar $40.237 > F_{tabel}$ sebesar 3.14 dan nilai probability sebesar $0,000 < 0,05$. Hasil penelitian ini menunjukkan bahwa *self service technology* (X_1) dan kualitas pelayanan (X_2) berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y).

Kata Kunci : *Self Service Technology*, Kualitas Pelayanan Dan Loyalitas Pelanggan.

**THE INFLUENCE OF SELF SERVICE TECHNOLOGY AND
SERVICE QUALITY ON CUSTOMER LOYALTY AT MIE
GACOAN(AMONG STUDENTS OF THE
MANAGEMENT STUDY PROGRAM
AT UNIVERSITAS QUALITY)**

ABSTRACT

This research aims to analyze the influence of self service technology and service quality on gacoan noodle customer loyalty among quality university management study program students. The method used is quantitative research with multiple linear regression analysis techniques. Data was collected by distributing questionnaires to 67 respondents who were students of the quality university management study program. Based on the research results (t-test), self-service technology (X_1) has a significant effect on customer loyalty with a value of $T_{count} = 8,400 > T_{table} = 1.997$ and has a significance figure of $0.000 < 0.05$, service quality discipline (X_2) with a value of $T_{count} = 6,736 > T_{table} 1,997$ and has a significance figure of $0.000 < 0.05$. Simultaneously self service technology (X_1) and service quality (X_2) have a positive and significant effect on customer loyalty (Y), with an f-test value of Fcount of $40,237 > F_{table}$ of 3.14 and a probability value of $0.000 < 0.05$. The results of this research show that self service technology (X_1) and service quality (X_2) have a positive and significant effect on customer loyalty (Y).

Keywords: Self Service Technology, Service Quality and Customer Loyalty.