

**CUSTOMER LOYALTY AND THE IMPACTS OF SERVICE
QUALITY: THE CASE STUDY OF B.O.R. COFFEE CO**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

CUSTOMER LOYALTY AND THE IMPACTS OF SERVICE QUALITY: THE CASE STUDY OF B.O.R. COFFEE

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Coffee shop has become one of the rapidly growing businesses. Customer loyalty is determined as the key factor to keep the business ongoing. Some of the benefits of customer loyalty is it keeps the customers return and make the customers would like to recommend other people to try the coffee shop. This research result will show if the dimensions of service quality such as tangible, reliability, assurance, responsiveness and empathy have an impact toward customer loyalty. Using IBM SPSS 20 software and multiple linear regression method, 130 samples were taken from B.O.R Coffee Co. After conducting all tests required; validity test and reliability test, classical assumption test, multiple linear regression and hypothesis testing. It has been proved that all of the dimensions of service quality have an impact on customer loyalty. This study has found out tangible and assurance has the most impact on customer loyalty. Therefore, it is very recommended for the company to maintain and keep improving the variables that contribute the most and working out more harder to the variables that have less contribution such as empathy in order to keep the business grow even rapidly.

Keywords: service quality, customer loyalty, coffee shop.

Vanessa



DEDICATION

I dedicate this bachelor thesis to my families, teachers and lecturers, friends and food
and beverage industry itself in Indonesia.

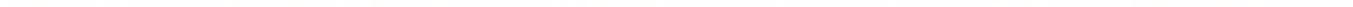


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