

**PENGARUH KUALITAS LAYANAN DAN NILAI PELANGGAN  
TERHADAP LOYALITAS PELANGGAN PADA MEBEL JIHAN JAYA  
DI DESA PANGKATREJO KECAMATAN LAMONGAN**

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**Abstrak**

Mebel Jihan Jaya adalah sebuah industri yang mengolah bahan baku atau bahan setengah jadi dari kayu jati sehingga menjadi produk mebel atau furniture yang mempunyai nilai plus dan menjadi lebih tinggi manfaatnya dari sebelumnya. Selain itu mebel jihan juga menjual sofa, spring bed, dan Kasur spons dan masih banyak lagi. Mebel Jihan Jaya Terletak di Desa Pangkatrejo Dusun Dureg Kecamatan Lamongan merupakan usaha yang bergerak di bidang mebel dan memasarkan hasil produksinya baik di Desa Pangkatrejo maupun di luar desa tersebut. Di mebel ini kualitas pelayanannya sangat bagus, pegawai toko tersebut melayani pelanggan yang datang ke mebel dengan baik, ramah, dan sabar dan jika pelanggan mencari barang pegawai mebel tersebut langsung sigap dan menunjukkan koleksi terbaru barang di mebel tersebut. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas layanan dan nilai pelanggan terhadap loyalitas pelanggan. Metode penelitian yang digunakan adalah metode kuantitatif dengan sample berjumlah 96 responden.

Hasil analisa menunjukkan bahwa Secara parsial variabel Kualitas layanan berpengaruh signifikan terhadap Loyalitas pelanggan, Secara parsial variabel Nilai Pelanggan berpengaruh signifikan Terhadap Loyalitas Pelanggan, Secara simultan variabel Kualitas layanan dan Nilai pelanggan secara bersama-sama memiliki pengaruh terhadap Loyalitas pelanggan.

**Kata Kunci** : Kualitas pelayanan, Nilai pelanggan dan Loyalitas Pelanggan

**THE EFFECT OF SERVICE QUALITY AND CUSTOMER VALUE ON  
CUSTOMER LOYALTY IN JIHAN JAYA FURNITURE  
IN PANGKATREJO VILLAGE, LAMONGAN DISTRICT**

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Abstract

*Jihan Jaya furniture is an industry that processes raw materials or semi-finished materials from teak wood so that they become furniture or furniture products that have a plus value and have higher benefits than before. In addition, Jihan furniture also sells sofas, spring beds, and sponge mattresses and there are many more. Jihan Jaya Furniture Located in Pangkatrejo Village, Dureg Dureg, Lamongan District, is a business engaged in the furniture sector and marketing its products both in Pangkatrejo Village and outside the village. At this furniture the quality of service is very good, the store employees serve customers who come to the furniture in a good, friendly and patient manner and if a customer is looking for an item the furniture employee is immediately alert and shows the latest collection of goods in the furniture. The purpose of this study was to determine the effect of service quality and customer value on customer loyalty. The research method used is quantitative method with a sample of 96 respondents.*

*The results of the analysis show that partially the service quality variable has a significant effect on customer loyalty, partially the customer value variable has a significant effect on customer loyalty, simultaneously the service quality and customer value variables have an influence on customer loyalty.*

**Keywords** : *Service quality, customer value and customer loyalty*