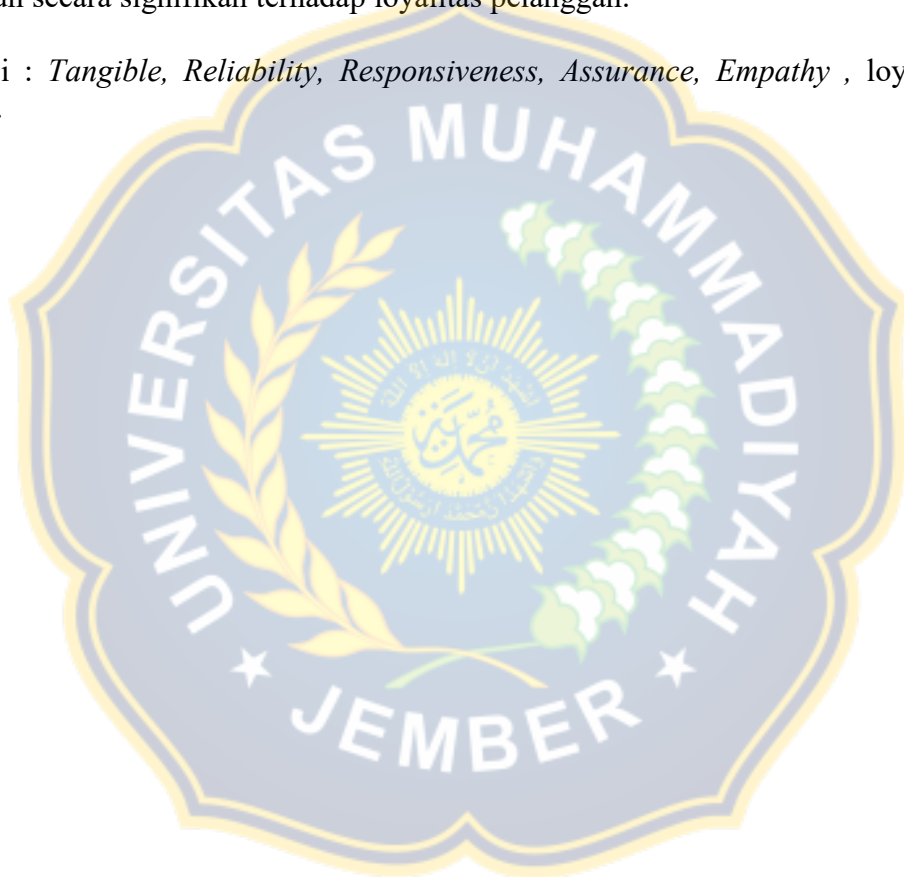


ABSTRAK

Penelitian ini dilakukan pada pelanggan Medin Beauty Skincare Balung Jember. Penelitian ini bertujuan untuk mengetahui pengaruh *Tangible, Reliability, Responsiveness, Assurance, Empathy* terhadap loyalitas pelanggan. Teknik pengumpulan data menggunakan observasi, kuisioner dan wawancara terhadap 100 responden dengan teknik *Purposive Sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen penelitian (uji validitas dan uji reliabilitas), analisis regresi linier berganda, uji asumsi klasik (uji multikolinearitas, uji heteroskedastisitas dan uji normalitas) dan uji hipotesis (uji t dan koefisien determinasi). Hasil penelitian ini membuktikan bahwa *Tangible, Reliability, Responsiveness, Assurance, Empathy* berpengaruh secara signifikan terhadap loyalitas pelanggan.

Kata kunci : *Tangible, Reliability, Responsiveness, Assurance, Empathy* , loyalitas pelanggan.



ABSTRACT

This research is conducted to customer in Medin Beauty Skincare Balung Jember. The aim from this research is to know the effect from Tangible, Reliability, Responsiveness, Assurance, Empathy for customer loyalty. Data collection techniques used observations, questionnaire, and interview to 100 respondents with purposive sampling technique, this is doing to know the perceptions from respondents about each variabel. The analysis used included the test of the research instrument (test of validity and reliability test), multiple linear regression analysis, classical assumption test (multicollinearity, heteroscedasticity test and normality test) and hypothesis test (t test and coefficient of determination). The results of this study prove that the Tangible, Reliability, Responsiveness, Assurance, Empathy have a significant impact on customer loyalty

Key word :Tangible, Reliability, Responsiveness, Assurance, Empathy , loyalty customer loyalty

