

ABSTRACT

Nowadays, business competition becomes increasingly tight. Including business competition of Internet services provider. Warnet Chamber was one of them. Warnet is a one stop internet cafe service. Although a lot of competitors from the same field, but the Chamber cafe which is the warnet pioneers in the Tembalang region still able to survive by doing a variety of strategies. This study itself aims to determine the extent of the influence of Quality of Service (X1), Customer Satisfaction (X2), and Location (X3) on Customer Loyalty (Y) in warnet Chamber of Semarang.

The sample of 100 respondents, with accidental sampling method with a population of all consumers cafe Chamber of Semarang. The method of analysis used in this study is a qualitative analysis which is the interpretation of the data obtained in this study, and results of data processing that have been implemented with a description and explanation. It is also used in quantitative analysis with regression analysis methods, as for the stages of testing are validity, reliability, classical assumptions, multiple linear regression analysis, hypothesis testing and determination coefficient.

The data that have met the test of validity, reliability test and classical assumption is processed to produce the following regression equation, $Y = 0.326 X_1 + 0.320 X_2 + 0.216 X_3$. Because all coefficients positive, then this means that these three variables have positive relationship to the dependent variable. Hypothesis testing using t test showed that the three independent variables under study is found to significantly affect the dependent variable Customer Loyalty. Then through the F test showed that the variable Quality of Service, Customer Satisfaction and location are eligible to test the dependent variable Customer Loyalty. Figures Adjusted R Square of 0.506 menunjukkan that 50.6 percent of the variation of Customer Loyalty can be explained by the three independent variables in the regression equation. While the rest of 49.4 percent is explained by other variables beyond the three variables used in this study.

Keywords: service quality, customer satisfaction, location, loyalty