

SUMMARY

Annisa Mirandha Hapsari, 2014, **The Influence of *Excellent Service* on Customer Satisfaction and The Impact on Customer Loyalty**, (Survey of The Customers of Pizza Hut at Malang Town Square), Dr. Srikandi Kumadji, MS., Yusri Abdillah, S.Sos., M.Si., Ph.D., 156 Pages + x

The objectives of this research are to analyze (1) the influence of *Excellent Service* on Customer Satisfaction; (2) the influence of *Excellent Service* on Customer Loyalty; and (3) the influence of Customer Satisfaction on Customer Loyalty.

Research type is *explanatory research* with quantitative approach. The sample are 116 respondents who are the customers of Pizza Hut at Malang Town Square. Sampling technique is *purposive sampling*. Data were collected by distributing the questionnaire. Data analysis techniques include descriptive analysis and path analysis.

Result of the research indicates that (1) *Excellent Service* (X) is significantly influencing customer satisfaction (Y_1) with path coefficient (β) of 0.806 and significance level of 0.000 ($p < 0.05$); (2) *Excellent Service* (X) is not significantly influencing customer loyalty (Y_2) with path coefficient (β) of 0.212 and significance level of 0.119 ($p > 0.05$); and (3) customer satisfaction (Y_1) is significantly influencing customer loyalty (Y_2) with path coefficient (β) of 0.341 and significance level of 0.013 ($p < 0.05$).

Based on the results of the research, it may be suggested that Pizza Hut shall improve the service to consumers if it considers customer loyalty as important. The more loyal customers may recommend others to visit the outlet of Pizza Hut at Malang Town Square.