

ABSTRACT

Rindy Endry Yani, Nim 7211210007, "The influence of service quality and facilities on customer loyalty in Putrii Busana, Indrapura, Titi Payung Village, Kab. Batu Bara". Management thesis, Faculty of Economics, Medan State University 2025"

This study was conducted to determine whether service quality and facilities influence customer loyalty at Putrii Busana, Indrapura, Titi Payung Village, Kab. Coal. This study used quantitative data; the population of this study was 1,133 customers. The random sampling method was used, and a sample of 92 respondents was obtained. The data collection technique for this research is through questionnaires. The results of the study show that service quality (X1) has no influence on customer loyalty (Y) at Putrii Busana, Indrapura, Titi Payung Village, Kab. Coal and facilities (X2) affect customer loyalty (Y) at Putrii Busana, Indrapura, Titi Payung Village, Kab. Coal. In this study, service quality and facilities contributed 41.1% to the influence of customer loyalty, while the remaining 58.9% was determined by other variables outside of this research model.

Keywords: Service Quality, Facilities, Customer Loyalty.

