

**PENGARUH KUALITAS PELAYANAN KARYAWAN *FRONT LINER* MATAHARI CILANDAK TOWN SQUARE  
TERHADAP LOYALITAS PELANGGAN  
(Survei pada Pengunjung Matahari Cilandak Town Square)**

**Apriliana**

**Abstrak**

**Latar belakang**, penelitian ini menjelaskan mengenai kualitas pelayanan karyawan *front liner* yang berhubungan langsung dengan pelanggan, khususnya pelayanan di Matahari Cilandak Town Square. Dimana pelayanan karyawan *front liner* sangat berpengaruh terhadap loyalitas pelanggan dan berdampak pada citra Matahari Cilandak Town Square. **Tujuan Penelitian** dalam penelitian ini peneliti ingin mengetahui kualitas pelayanan karyawan *front liner*, mengetahui loyalitas pelanggan Matahari Cilandak Town Square, dan untuk mengetahui seberapa besar pengaruh antara pelayanan karyawan *front liner* dengan loyalitas pelanggan Matahari Cilandak Town Square. **Metodologi Penelitian** menggunakan metode survei dengan pendekatan kuantitatif dan jenis penelitian eksplanatif. **Sampel** dalam penelitian ini adalah pengunjung Matahari Cilandak Town Square yang berjumlah 98 responden. **Teknik penarikan sampel** menggunakan *Non-Probability Sampling*. **Teknik pengumpulan data** dengan menggunakan kuesioner atau angket yang disebarikan kepada responden serta observasi. **Hasil Penelitian** menunjukkan bahwa terdapat pengaruh kualitas pelayanan karyawan *front liner* dengan loyalitas pelanggan Matahari Cilandak Town Square yang kuat. Hipotesis penelitian membuktikan bahwa  $H_0$  ditolak dan  $H_a$  diterima, ini terbukti dari  $t$  hitung  $9,606 >$  dari  $t$  tabel sebesar  $1,661$ . Dan besarnya pengaruh pelayanan karyawan *front liner* Matahari Cilandak Town Square terhadap loyalitas pelanggan adalah  $49\%$ . **Saran peneliti** karyawan perlu melakukan evaluasi untuk peningkatan disiplin karyawan *front liner*, karena pelayanan karyawan *front liner* juga menentukan bagus atau tidaknya sebuah perusahaan tersebut.

**Kata Kunci** : Kualitas Pelayanan Karyawan *Front Liner* dan Loyalitas Pelanggan.

**THE INFLUENCE OF FRONT LINER EMPLOYEE'S SERVICE QUALITY at MATAHARI CILANDAK TOWN SQUARE ABOUT CUSTOMER LOYALTY**

**(Survey on Visitors Matahari Cilandak Town Square)**

**Apriliana**

**Abstract**

**The Background**, of this research explain about the service quality of front liner employee that directly related with customers, especially service in Matahari Cilandak Town Square. Where the service of front liner employee is really influential with the loyalty of customers and take more effect on Matahari Cilandak Town Square imagery. **The Purpose in** this research author wanted to know the service quality of front liner employee, to know the loyalty of customers and to know how big the influence between the service quality of front liner employee with the loyalty of customers. **The Methodology** used for this research is survey method with a quantitative approach and explanative research type. **Sample** in this research are Matahari Cilandak Town Square customer which amounted to 100 respondents. **The pulling technic** used Non Probability Sampling. **Data sampling techniques** used questionnaire which distributed to the respondents and also observation. **The Research result** shows that there is a strong influence of the service quality of front liner employee to the loyalty of customers of Matahari Cilandak Town Square. **Research hypothesis** proves that  $H_0$  is declined and  $H_a$  is accepted, this is proven from  $t$  counted  $9,606 > t$  table in the amount 1,661. And the amount of influence between the service quality of front liner employee and the loyalty of customers is 49%. **Author Suggestion** is that front liner should evaluation to be done to escalate the discipline of front liner employee, because the service of front liner employee also decides whether a company is good or not.

**Key Word** : The service quality of front liner employee and Customer loyalty.