

## ABSTRAKSI

Penelitian ini membahas tentang pengaruh kualitas layanan dan nilai pelanggan terhadap kepuasan pelanggan guna meningkatkan loyalitas pelanggan kereta api di Stasiun Wonokromo Surabaya. Penelitian ini menggunakan desain penelitian *eksplanatory* dimana jenis penelitian yang digunakan adalah jenis penelitian deskriptif dan kausalitas. Teknik pengambilan sampel menggunakan *purposive sampling*. Sampel dalam penelitian ini adalah pelanggan yang telah melakukan penggunaan jasa transportasi kereta api di Stasiun Wonokromo minimal 2 kali yang berjumlah 97 orang. Metode analisis penelitian ini menggunakan analisis jalur berbasis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa: kualitas layanan secara langsung berpengaruh signifikan terhadap kepuasan pelanggan kereta api, nilai pelanggan secara langsung berpengaruh signifikan terhadap kepuasan pelanggan kereta api, kualitas layanan secara langsung berpengaruh signifikan terhadap loyalitas pelanggan kereta api, nilai pelanggan secara langsung berpengaruh signifikan terhadap loyalitas pelanggan kereta api, kepuasan konsumen secara langsung berpengaruh signifikan terhadap loyalitas pelanggan kereta api, kualitas layanan berpengaruh tidak langsung dan signifikan terhadap loyalitas melalui kepuasan pelanggan kereta api, nilai pelanggan berpengaruh tidak langsung dan tidak signifikan terhadap loyalitas melalui kepuasan pelanggan kereta api.

**Kata kunci:** **Kualitas Layanan, Nilai Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan**

## **ABSTRACT**

*This study discusses the effect of service quality and customer value on customer satisfaction in order to increase train customer loyalty at Wonokromo Station, Surabaya. This study used an explanatory research design where the type of research used was descriptive and causal research. The sampling technique used purposive sampling. The sample in this study were customers who had used train transportation services at Wonokromo Station at least 2 times, totaling 97 people. The method of analysis of this research uses path analysis based on multiple linear regression. The results of this study indicate that: service quality directly has a significant effect on train customer satisfaction, customer value directly has a significant effect on train customer satisfaction, service quality directly has a significant effect on railroad customer loyalty, customer value directly has a significant effect on loyalty. Train customers, customer satisfaction directly has a significant effect on railroad customer loyalty, service quality has an indirect and significant effect on loyalty through train customer satisfaction, customer value has an indirect and insignificant effect on loyalty through train customer satisfaction.*

**Keywords: Service Quality, Customer Value, Customer Satisfaction, Customer Loyalty**