**ABSTRAK**

**PENGARUH *SERVICE QUALITY*, KREATIVITAS DAN HARGA**

**TERHADAP LOYALITAS PELANGGAN *BIRTHDAY DECORATION* CHASPERDECOR.ID TANJUNG MORAWA**

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *service quality*, kreativitas dan harga terhadap loyalitas pelanggan *Birthday Decoration* Chasperdecor.Id Tanjung Morawa. Teknik pengambilan sampel menggunakan *random sampling* berjumlah 100 responden. Metode pengumpulan data menggunakan angket/kuisioner. Hasil analisis regresi linier berganda diperoleh persamaan Y = 0,701 + 0,184X1 + 0,770X2 + 0,060X3. Pada uji parsial (Uji t) variabel *service quality* berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai t hitung > t tabel (2,251 > 1,984) dan nilai signifikan 0,027 < 0,05, variabel kreativitas berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai t hitung > t tabel (9,496 > 1,984) dan nilai signifikan 0,000 < 0,05 dan variabel harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai t hitung > t tabel (2,254 > 1,984) dan nilai signifikan 0,026 < 0,05. Hasil uji signifikan simulatif (Uji F) variabel *service quality*, kreativitas dan harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai F hitung > F tabel (201,061 > 3,09) dan nilai signifikan 0,000 < 0,05. Hasil uji koefisien determinasi (R2) diperoleh nilai *R Square* sebesar 0,863, artinya variabel loyalitas pelanggan dapat dijelaskan sebesar 86,3% oleh variabel *service quality*, kreativitas dan harga, sementara sisanya 13,7% dijelaskan oleh variabel lain yang tidak dimasukkan dalam penelitian ini.

**Kata Kunci : *Service Quality*, Kreativitas dan Harga**

***ABSTRACT***

***THE EFFECT OF SERVICE QUALITY, CREATIVITY AND PRICE ON BIRTHDAY DECORATION CHASPERDECOR.ID TANJUNG MORAWA CUSTOMER LOYALTY***

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*The objective of this research was to determine and analyze the effect of service quality, creativity and price on the loyalty of Birthday Decoration customers Chasperdecor.Id Tanjung Morawa. The sampling technique was using random sampling totaled 100 respondents. The data collection method used a questionnaire. The results of multiple linear regression analysis obtained equation Y = 0.701 + 0.184X1 + 0.770X2 + 0.060X3. In the partial test (Test t) the service quality variable had a positive and significant effect on customer loyalty with a tobserved > ttable value (2,251 > 1,984) and a significant value of 0.027 < 0.05, the creativity variable has a positive and significant effect on customer loyalty with a tobserved value > ttable (9.496 > 1.984) and a significant value of 0.000 < 0.05 and the price variable has a positive and significant effect on customer loyalty with a tobserved value > ttable (2.254 > 1.984) and a significant value of 0.026 < 0.05. The results of the simulative significant test (Test F) variables of service quality, creativity and price had a positive and significant effect on customer loyalty with a Fobserved > Ftable value (201.061 > 3.09) and a significant value of 0.000 < 0.05. The results of the coefficient of determination test (R2) obtained an R Square value of 0.863, meaning that the customer loyalty variable can be explained by 86.3% by the variables of service quality, creativity and price, while the remaining 13.7% is explained by other variables that were not included in this research.*

***Keywords: Service Quality, Creativity and Price***