

ABSTRACT

The purpose of this study is to identify the characteristic of customer who adapted the service included to satisfy/unsatisfied of customer to the service who given by Apotek Jojo Palembang. The theory that has adopted on this research is ServQual. The population is all of Apotek Jojo Customers that live in Palembang, then the sample is the customer who visited to Apotek Jojo who stay in Palembang and often to visited the Apotek Jojo with the sum as much 60 respondents. The technical of analysis data that was used in this research are validity test, reliability test, classical assumption test, and analysis multiple regression with using SPSS 16.0. The result is show that responsiveness has a positive and significant toward the customer loyalty, and while the tangible, reliable, assurance, and empathy have a positive but not significant toward the customer loyalty.

Keywords: Service Quality and Customer Loyalty