

ABSTRACT

This study is concerned with how Influence Quality Service Customer Satisfaction, Customer Satisfaction How will the Store Loyalty. With a study conducted in Supermarkets Pamella 6 Yogyakarta. The population in this study are all Customer visited and shopped Supermarkets Pamella 6 Lean Chess and respondents in this study is 166 people. Data collection methods used were a questionnaire and the data were processed using SPSS 12.0. The results of this study indicate that, at first there was a significant influence on the Physical Aspects of customer satisfaction, Secondly there is a significant effect of Reliability to customer satisfaction, three have significant influence on the personal interaction to customer satisfaction, four no significant effect on the Troubleshooting towards customer satisfaction, Fifth exist significant influence on policy towards customer satisfaction, and the sixth is no significant effect of Customer satisfaction to Store Loyalty.

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

