

## ABSTRACT

Radio is a medium head selective range against a segment of the market and be able to answer the need to assure communication that can spur change society. Competition in the radio world now includes the progression seen by manya radio appeared and made the tight competition. In this case, then make the perpetrators of the mass media especially radios should enhance promotional strategy and brand awareness in order to make their brand known by consumers. To gain loyalty from listeners, a radio company should pay attention to factors that can influence the listener loyalty. One of the factors that can affect listener loyalty that is the quality of service provided by the radio company

This will be done through research measurement assessment of listeners against the variable quality of service (X) include reliability, Responsiveness, Assurance, empathy, physical evidence and customer loyalty (Y). In addition, this study evaluates the influence of the variable quality of service (X) toward customer loyalty (Y) radio listener Zora 90.1 FM.

Method of data collection was done through the dissemination of the questionnaire, emails and visits to 100 radio listeners. From the questionnaire presented retrieved 100 valid questionnaire. Data processing is carried out using SPSS 20.

Based on the results of the data processing, it can be noted that the assessment of the customer against the variable reliability, Responsiveness, Assurance, empathy and the physical evidence shows the value in the category either. While the Loyalty Listeners are at variable category. Based on the above calculations, can be obtained in the value t calculate amounted to 17.868. Because the value t calculate (17.868) > t table (1.985),  $H_0$  is rejected. That is, the quality of service significantly to influential Radio audience loyalty Zora FM Bandung.

Based on the results of the research, then the Radio Zora 90.1 FM Bandung in order to continue to improve and provide the best quality service to his audience.

Keywords: Quality Of Service, Loyalty Listeners