ABSTRACT

This research aims to know how much service quality influence on the purchase decision and the impact on customer loyalty in event organizer OMG Asia events Bandung 2019.

Independent variables are service quality, moderator variables that are purchase decisions and dependent variables are customer loyalty. The research methods used are quantitative methods with the type of research used are descriptive With samples of 100 respondents. The method of data analysis used in this research is a method of descriptive analysis, and using the pathway analysis techniques in processing the data on this research. Data processing is done by using SPSS 25 forWindows software.

Based on the results and data processing found that service quality amounted to 83.19%, purchase decision of 78.00% and customer loyalty amounted to 76.84%.

Keywords *: Service quality, buying decision and customer loyalty*