

## ***ABSTRACT***

*The development of Security Services Business Entities (BUJP) or providers of security services in Indonesia as opportunities by PT. Semesta Multi Sekurindo which later established a security service provider named the Security Lock Guard. Security Main Guards have fluctuating sales problems. The tight business competition that causes easy movement from one company to another.*

*The purpose of this study is to measure most of the quality of service to customer loyalty through customer satisfaction at PT. Semesta Multi Sekurindo (Key Guard Security). The method used is Structural Equation Modeling (SEM). This study uses nonprobability sampling techniques in determining the research sample with a questionnaire as a data collection tool and then processed using SmartPLS. In this study shows that there is a significant difference between the quality of service to consumer loyalty through customer satisfaction of 0.782, which means that the higher the quality of service mediated by customer satisfaction will increase consumer satisfaction.*

*Keywords: Customer Satisfaction, Key Guards Security, Loyalty Customers, Service Quality, Structural Equation Modelling (SEM).*