ABSTRACT

This research is motivated by the increasing use of streaming applications during this pandemic. With the Covid-19 pandemic which requires people to stay at home temporarily, subscription streaming applications are an alternative to accompany the quarantine period at home chosen by the community during this pandemic. Because, usually people if they want to watch a movie, they will go to the cinema. And during this pandemic, cinemas themselves are temporarily closed to reduce the spread of Covid-19. Therefore, people prefer to use subscription streaming services so that they can continue to watch movies even if only at home. This study aims to examine the effect of Service Quality on Customer Loyalty through Customer Satisfaction. The research method used in this research is quantitative method and causal descriptive approach, using Structural Equation Modeling (SEM) analysis technique using SmartPLS 3.0 software. The sampling technique used in this study is a non-probability sampling method using a purposive sampling approach with a total of 400 respondents. Based on the results of the descriptive analysis, it can be concluded that the Service Quality with a value of 79.9% is in the good category. Customer Satisfaction with a value of 81.1% is in the good category. And Customer Loyalty with a value of 71.8% is in the good category. Based on the results of hypothesis testing, Service Quality has a positive and significant effect on
Customer Satisfaction, Customer Satisfaction has a positive and significant effect on Customer Loyalty. Based on the results of testing the intervening variables, Service Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction.

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