

**ABSTRACT**

Title : *The Influence of Utilization of Information Technology, Waiting Time, Quality of Service Towards Customer Loyalty Through Customer Satisfaction Cake Shop and Plastic 27 (Guided by Dihin Septyanto).*

Name : Marina Junianti Wurangian

Study Program : *Bachelor degree, Management Programme*

This study aims to determine the effect of the use of information technology, waiting time and customer loyalty on customer satisfaction of Toko 27. Direct effect of the use of information technology, waiting time, and service quality customer satisfaction on customer loyalty. The influence of the use of information technology, waiting time, and service quality on customer loyalty through customer satisfaction as an intervening variable. Sampling with purposive sampling method by determining the number of samples using the heir at all formula as many as 195 respondents with an age limit of 17 years - 25 years and at least have purchased the product 4-6 months. The number of statements submitted to respondents was 49 items, consisting of 6 statements on the use of information technology, 6 items for waiting time, 11 items for service quality, and 7 items for customer satisfaction statements and 9 statements for customer loyalty. The data analysis techniques used in this research are validity test, reliability test, classical assumption test, descriptive analysis, and path analysis. The results of the study based on path analysis showed that the use of information technology, waiting time and customer quality had an effect on customer satisfaction. The use of information technology, waiting time, service quality and customer satisfaction have a direct effect on customer loyalty. The direct effect of the use of information technology, waiting time, and service quality is greater than the indirect effect, so that customer satisfaction can be an intervening variable between the use of information technology, waiting time, and customer quality on customer loyalty.

Key Words : Utilization of Information Technology, waiting time, service quality, customer satisfaction, customer loyalty