

# The Effects of Service Quality towards Satisfaction and Their Impacts on the Loyalty of Online Customers of College Students Circle in Riau Province.

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- **Abstract:** The objective of the study is to find out empirically the implementation and the effects of service quality towards satisfaction and its impacts on the loyalty of Online Customers of College Students Circle in Riau Province. The research method used in this study is a descriptive one (survey) with a quantitative research design. The data used in the study were primary and secondary data. The population of the study was the whole number of students conducting online shopping in Pekanbaru City. The samples of the study covered 150 people where the determination of the samples was based on the particular cluster namely two state universities and three private universities. The sampling technique used in the study was nonrandom sampling with an accidental sampling method. The data analysis tool used in the research was SPSS software. The results of the study based on the descriptive analysis indicated that the implementation of service quality in the online shopping companies consisting of seven dimensions was generally rated on 'good category'. In addition, both customer satisfaction and loyalty levels were rated on the 'good category' as well. According to the verification analysis, service quality has a significant influence on loyalty.
- **Keywords:** Riau Province, Pekanbaru City, good category, service quality