

ABSTRACT

PT Ardan Swaratama Radio or also can be called the Ardan Group which is a mass media company "radio", which was founded in 1977 which is located at Jalan Cipaganti No. 159 Bandung. PT Ardan Radio Group Swaratama has 3 different radio segmentations, including Ardan Radio For youth segmentation, B-Radio for adult segmentation and Cakra Radio covers all segments and all of them are under the auspices of Ardan Group Management. As the development of the radio era is one of the growing mass media, especially for the Bandung area, seen from the many new radios that have emerged, and have different segments. That way the competition of mass media companies is currently increasing. One strategy to increase listener loyalty is to give satisfaction to the listener. So that when the listener has gained satisfaction from the company so the listener will build a strong commitment from the customer to use the company's goods or services in a long time or make a repeat purchase.

The research method used is quantitative with the type of research used is descriptive and associative, with a sample of 100 respondents. The sampling technique used in this study is non-probability sampling. Data analysis method used in this research is descriptive analysis method and path analysis technique.

This study aims to determine how much influence the quality of service on listener satisfaction and its impact on the radio listener loyalty of Cakra 90.5 Fm Bandung 2020.

Based on the results of descriptive service quality variables (X) get a value with a percentage of 74% the listener satisfaction variable (Y) get a value a percentage of 69% and the listener satisfaction variable (Y) get a value with a percentage of 69% and for the listener satisfaction loyalty variable (Z) get a percentage of 66% all three variables are in the strong category. Base on the analysis that has been done, it is obtained that the variable service quality affects listener satisfaction and impacts on listener loyalty.

Keywords: *Service Quality, Listener Satisfaction, and Listener Loyalty*