Pengaruh kepuasan pelanggan terhadap loyalitas pelanggan (studi kasus: Honda Vario) = Influence of customer satisfaction to customer loyalty (case of study : Honda Vario)

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Abstrak

Penelitian ini mencoba mengetahui pengaruh kepuasan pelanggan melalui variabel-variabel dimensinya yaitu product quality, price dan service quality terhadap pembentukan loyalitas pelanggan. Data penelitian diperoleh melalui kuesioner terhadap 175 pembeli Honda Vario yang berusia minimal 17 tahun dan telah melakukan service minimal dua kali di dealer resmi Honda Vario di Jakarta Timur dengan menggunakan metode purposive sampling. Kemudian dilakukan analisis data dengan teknik analisis data yang meliputi analisis statistik deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, uji analisis regresi linier berganda, koefisien determinasi dan pengujian hipotesis dengan menggunakan software IBM SPSS Statistics 20. Hasil penelitian menunjukkan bahwa kepuasan pelanggan mempunyai pengaruh yang positif dan signifikan terhadap pembentukan loyalitas pelanggan, dan masing-masing dimensinya yaitu product quality, price dan service quality juga mempunya pengaruh yang positif dan signifikan terhadap loyalitas pelanggan dimana dimensi price menjadi dimensi yang paling dominan pengaruhnya di antara ketiganya.

......This research tried to determine the influence of customer satisfaction through its dimensional variables, which are product quality, price and service quality, to the building of customer loyalty. The research data was obtained by using purposive sampling method from a questionnaire to 175 respondents, who are at least 17 years old Honda Vario buyers and have experienced the minimum of two-times services at any Hondo Vario?s authorized dealer (service center) in East Jakarta. Thereafter, the obtained data had been analyzed with processing technique and data analysis that cover descriptive statistical analysis, validity test, reliability test, classical assumption test, multiple linear regression test analysis, coefficient of determination and hypothesis test by using IBM SPSS Statistics 20 software. The result of this research showed that customer satisfaction does have a positive and significant influence to the building of customer loyalty, and each of its researched dimensions, which are product quality, price and service quality, does also influence customer loyalty in the same way, and price has been the most dominant dimension from all three dimensions influencly.