

Analisis Customer Lifetime Value (CLV) pelanggan jasa manajemen agunan PT Sucofindo (Persero) = Analysis of Customer Lifetime Value (CLV) on customer of collateral management service in PT Sucofindo (Persero) / Wina Winiarsih

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Abstrak

ABSTRAK

Perubahan strategi pemasaran dari transactional marketing menjadi relationship marketing dilakukan oleh Perusahaan untuk mempertahankan bisnis yang berkelanjutan. Dalam relationship marketing, perusahaan fokus pada pelanggan dengan sasaran untuk memperoleh manfaat jangka panjang. Customer Lifetime Value (CLV) merupakan salah satu metode pengukuran untuk mengetahui manfaat jangka panjang pelanggan. Tujuan utama dari penelitian ini adalah untuk menganalisis pengaruh perceived value dan customer commitment terhadap customer loyalty serta pengaruh customer loyalty terhadap CLV di PT SUCOFINDO, perusahaan inspeksi dan testing. Penelitian dimulai dengan dengan menyebarkan kuesioner kepada 37 pelanggan B to B dan mengumpulkan data profit margin serta menghitung CLV. Data dianalisa menggunakan metode Partial Least Square (PLS) dan pengolahannya menggunakan software SmartPLS ver 2.0 M3. Hasil penelitian menindikasikan bahwa perceived value dan customer commitment secara signifikan berpengaruh positif terhadap terbentuknya customer loyalty dan customer loyalty memberikan efek yang kuat terhadap peningkatan CLV. Hasil penelitian membuktikan teori bahwa perceived value dan customer commitment mempengaruhi customer loyalty serta customer loyalty berkontribusi terhadap peningkatan CLV.

ABSTRACT

Changing marketing strategy from transactional marketing to relationship marketing is required by company to maintain its business sustainability. This is because relationship marketing focuses on customer rather than the transaction itself; hence the objective is to get long-term benefits. One of the method used to assess this long-term benefit is Customer Lifetime Value (CLV). The main objective of this research is to study the contribution of perceived value and customer commitment towards customer loyalty, as well as to see whether customer loyalty affects CLV in PT SUCOFINDO, the inspection and testing services company. The research started by sending questionnaires to 37 Business to Business (B-to-B) customers along with collecting profit margin and calculating CLV of them. The collected data then is analyzed by applying Partial Least Square (PLS) method. The software used for calculating PLS is SmartPLS ver 2.0 M3. The PLS analysis result indicates that perceived value and customer commitment, significantly effects customer loyalty in positive direction, as well as customer loyalty to CLV. This supports the theory which says that customer loyalty is affected by customer perceived value and commitment, and customer loyalty contributes to increasing of CLV.