

Analisis faktor faktor yang mempengaruhi loyalitas konsumen pada female blue collar worker dalam membeli suplemen penambah darah : studi kasus pekerja wanita di Kawasan Industri Cikarang dan Cibitung = Analysis of factors that influence customer loyalty on female blue collar worker in buying anti anemia suplemen : case study female female worker in Cikarang and Cibitung area

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Abstrak

Penelitian ini membahas faktor-faktor yang mempengaruhi loyalitas female blue collar worker dalam membeli suplemen penambah darah. Loyalitas konsumen dipengaruhi oleh perceived value dan kepuasan konsumen, serta dimoderasi switching cost. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Berdasar hasil penelitian diketahui bahwa perceived value berpengaruh positif terhadap customer loyalty, customer satisfaction berpengaruh pada customer loyalty dan perceived value berpengaruh pada customer satisfaction. Sedangkan variabel switching cost tidak dapat memoderasi pengaruh perceived value terhadap customer loyalty tetapi memoderasi pengaruh customer satisfaction terhadap customer loyalty.

*This study discusses the factors that affect the female blue collar worker loyalty in buying blood booster supplement. Customer loyalty is influenced by perceived value and customer satisfaction, and switching costs moderated. This research is descriptive quantitative research design. Based on the survey results revealed that perceived value positive effect on customer loyalty, customer satisfaction affects customer loyalty and perceived value affect customer satisfaction. While the switching cost variables can not moderate the effect of perceived value on customer loyalty but moderating influence on customer loyalty customer satisfaction.*