

Analisa pengaruh relationship quality dan switching barrier terhadap customer loyalty; studi kasus PT. Garuda Indonesia Tbk = The effect of relationship quality and switching barrier on customer loyalty; study case PT. Garuda Indonesia Tbk

Cherietta Hasea, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20368335&lokasi=lokal>

---

Abstrak

[<b>ABSTRAK</b><br>

Biaya untuk mendapatkan konsumen baru jauh lebih besar daripada mempertahankan konsumen lama. Mempertahankan loyalitas konsumen merupakan hal yang perlu diperhatikan bagi perusahaan jasa. Dariacamata konsumen, terdapat dua hal yang mempengaruhi konsumen untuk tetap menggunakan jasa perusahaan : hal-hal yang membuat konsumen bertahan dan biaya tangible dan intangible untuk berpindah ke penyedia jasa lainnya. Dalam studi ini, penulis melakukan penelitian terhadap satisfaction dan trust, yang merupakan bagian dari relationship quality, serta switching barrier dalam pengaruhnya terhadap customer loyalty di PT. Garuda Indonesia Tbk.

<hr>

<b>ABSTRACT</b><br>

The cost of attracting new customers is much higher than the cost of retaining old customers, keeping customers loyal is an important issue for service firms. From the perspective of the customer, two aspects of service affect the decision to remain or defect: what makes a customer want to stay, and the tangible and intangible costs of switching to another service provider. In this research, we studied how satisfaction and trust, which are the antecedent of relationship quality, and switching barrier has a positive effect on customer loyalty in PT. Garuda Indonesia Tbk, The cost of attracting new customers is much higher than the cost of retaining old customers, keeping customers loyal is an important issue for service firms. From the perspective of the customer, two aspects of service affect the decision to remain or defect: what makes a customer want to stay, and the tangible and intangible costs of switching to another service provider. In this research, we studied how satisfaction and trust, which are the antecedent of relationship quality, and switching barrier has a positive effect on customer loyalty in PT. Garuda Indonesia Tbk]