

Analisis pengaruh perceived benefits dari program loyalitas terhadap kepuasan kualitas hubungan dan loyalitas pada program (Studi kasus program loyalitas Cafe lokal di Indonesia) = Analysis of the effect of perceived benefits from loyalty program on satisfaction with the program relationship quality and loyalty to the program (Case study loyalty program of local Cafe in Indonesia)

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Abstrak

Skripsi ini membahas tentang pengaruh dari enam sub dimensi perceived benefits dari program loyalitas yang terdiri dari monetary savings, convenience, exploration, entertainment, recognition, dan social benefits terhadap loyalitas pada program, yang dimediasi oleh variabel satisfaction with the program, perceived relationship investment, dan relationship quality berdasarkan studi Mimouni-Chaabane dan Volle (2010). Serta model perceived relationship investment (PRI) yang disajikan oleh De Wulf et al (2001) dan model yang diperbaiki dari value perception on loyalty Yi & Jeon (2003). Skripsi ini mengambil studi kasus program loyalitas café lokal di Indonesia, yakni café Chatime. Pengolahan data dalam penelitian ini menggunakan structural equation modeling (SEM). Hasilnya, subdimensi perceived benefit convenience, recognition, dan social benefit berpengaruh positif dan signifikan terhadap perceived relationship investment (PRI). Subdimensi perceived benefit convenience, entertainment, exploration, recognition, dan social benefit berpengaruh positif dan signifikan terhadap satisfaction with the program. PRI dan satisfaction with the program berpengaruh positif dan signifikan terhadap relationship quality, dan relationship quality berpengaruh positif dan signifikan terhadap loyalty to program. Namun tidak ditemukan pengaruh signifikan dari satisfaction with the program dan perceived benefits terhadap loyalty to the program. Hasil penelitian program loyalitas ini dapat digunakan praktisi pemasaran untuk membangun hubungan jangka panjang dengan pelanggannya.

.....This research discusses about the effect of six sub dimension from loyalty program which consists of monetary savings, convenience, exploration, entertainment, recognition and social benefits on loyalty to the program, which mediated by variables such as satisfaction with the program, perceived relationship investment, and relationship quality based on Mimouni-Chaabane & Volle's study (2010). Also perceived relationship investment (PRI) model from De Wulf et al. (2001) and refined value perception on loyalty model by Yi & Jeon (2003). This research takes a case study of Indonesia's local café, which is Chatime Cafe's loyalty program. Structural equation modeling (SEM) is used for data processing. The results are three sub dimensions convenience, recognition, and social benefits positively influence perceived relationship investment (PRI). Sub dimensions convenience, entertainment, exploration, recognition, and social positively influence satisfaction with the program. PRI and satisfaction with the program also positively influence relationship quality, and relationship quality positively influences loyalty to the program. But neither satisfaction with the program and perceived benefits has influence to loyalty to the program. Results of this study of loyalty program can be used by marketers to build long-term relationships with its customers.