

## **Faktor-faktor yang mempengaruhi loyalitas konsumen sepeda motor honda = Determinants of customer loyalty in two wheeler automotive honda brand**

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### **Abstrak**

Tesis ini menganalisis pengaruh kepuasan dan loyalitas konsumen yang dijelaskan melalui behavioral dan attitudinal loyalty terhadap variabel kualitas produk, harga, layanan pendukung, kinerja pengiriman, dan interaksi dengan frontline people. Penelitian kuantitatif ini dilakukan terhadap 245 responden sepeda motor merek Honda.

Hasil penelitian menunjukkan bahwa kepuasan konsumen berpengaruh secara positif terhadap harga dan kualitas produk. Selain itu, dibuktikan juga bahwa kepuasan konsumen tidak memengaruhi behavioral dan attitudinal loyalty. Dan juga, behavioral loyalty dipengaruhi layanan pendukung secara positif dan interaksi dengan frontliner secara positif, sedangkan attitudinal loyalty dipengaruhi secara positif oleh interaksi dengan frontline people.

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The study focuses on discussing the relationship of customer satisfaction and loyalty with main purpose to examine a model in which customer satisfaction is conceived as mediating the relationship between the elements of relationship value (price, product quality, service support, delivery performance, and personal interaction) and attitudinal and behavioral customer loyalty. This quantitative research is conducted on 245 Honda motorcycle customers.

The results show that customer satisfaction is positively affected by price and by product quality. On the other hand, customer satisfaction does not positively influences behavioral and attitudinal loyalty. In addition, behavioral loyalty is also positively affected by service support and positively by personal interaction, while attitudinal loyalty is positively affected by personal interaction.