# Pengaruh service quality terhadap service loyalty dalam upaya membangun customer experience = Service quality and its correlation with service loyalty in order to build customer experience at castrol bike point

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Abstrak

Obyektif penelitian pada tesis ini adalah untuk membahas mengenai pengaruh dimensi service quality (Reliability, Assurance, Tangible, Empathy, dan Responsiveness) terhadap service loyalty pada perspective B2B dan meneliti 8 variable penelitian sebelumnya oleh Lemke et al. (2006) (Accesibility, Competence, Customer Recognition, Helpfulness, Personalization, Problem Solving, Promise Fulfillment,dan Value for Time) sebagai pembentuk customer experience pada perspective B2C. Customer Experience Management (CEM) adalah suatu framework untuk menjaga customer experience secara bertahap secara kreatif dan strategis (Bernd Schmitt, 2003). Dari penelitian terhadap responden pada perspektif B2B Castrol Bike Point didapatkan hasil bahwa dimensi service quality berpengaruh positif terhadap service loyalty. Pada perspektif B2C Castrol Bike Point didapatkan hasil kontribusi terbesar pembentukand dari customer experience adalah promise fulfillment dan value for time. Penelitian ini juga menunjukkan bahwa terdapat hubungan yang kuat antara service quality dan service loyalty serta customer experience konsumen.

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The research objective of this tesis are to highlight correlation between service quality (Reliability, Assurance, Tangible, Empathy, and Responsiveness) to service loyalty in perspective B2B and 8 variables that found by Lemke et al. (2006) (Accesibility, Competence, Customer Recognition, Helpfulness, Personalization, Problem Solving, Promise Fulfillment,and Value for Time) as formed customer experience in perspective B2C. Customer Experience Management (CEM) is a framework to built step by step of customer experience with creative strategies (Bernd Schmitt, 2003). From reseach concerning to respondent that in perspective B2B Castrol Bike Point had high correlation between service quality with service loyalty. In perspektif B2C Castrol Bike Point there are only 2 variables that very high correlation ( promise fulfillment and value for time). The research also shown that there is very strong correlation between service quality and service loyalty along with customer experience.;The research objective of this tesis are to highlight correlation between service quality (Reliability, Assurance, Tangible, Empathy, and Responsiveness) to service loyalty in perspective B2B and 8 variables that found by Lemke et al. (2006) (Accesibility, Competence, Customer Recognition, Helpfulness, Personalization, Problem Solving, Promise Fulfillment,and Value for Time) as formed customer experience in perspective B2C. Customer Experience Management (CEM) is a framework to built step by step of customer experience with creative strategies (Bernd Schmitt, 2003). From reseach concerning to respondent that in perspective B2B Castrol Bike Point had high correlation between service quality with service loyalty. In perspektif B2C Castrol Bike Point there are only 2 variables that very high correlation ( promise fulfillment and value for time). The research also shown that there is very strong correlation between service quality and service loyalty along with customer experience.