

Hubungan kualitas pelayanan dan kepuasan terhadap loyalitas konsumen pengguna dinar dirham pada komunitas jaringan wirausaha pengguna dinar dan dirham : studi kasus wakala induk nusantara = The influence of consumers relationship quality and satisfaction toward consumers loyalty who use dirham at the community of entrepreneur network of dirham users the study wakala

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Abstrak

Tesis ini membahas pengaruh kualitas pelayanan konsumen terhadap kepuasan dan loyalitas komunitas Jaringan Pengusaha Pengguna Dinar dan Dirham. Penelitian ini bersifat kuantitatif dengan menggunakan metode Structural Equation Modelling. Responden penelitian ini adalah 98 anggota komunitas JAWARA di lokasi Depok, Tebet dan Bekasi yang disurvei pada 4-28 Desember 2014.

Hasil penelitian ini menemukan bahwa kualitas pelayanan berpengaruh signifikan terhadap kepuasan dan loyalitas komunitas JAWARA dan Kepuasan tidak berpengaruh signifikan terhadap loyalitas anggota komunitas JAWARA. Hasil penelitian ini menyarankan agar komunitas JAWARA di wakala lebih giat lagi dalam membuat program atau kajian-kajian yang lebih inovatif agar anggota komunitas JAWARA tetap menggunakan dinar dirham di wakala.

*This thesis discussed the influence of consumers' relationship quality and satisfaction toward consumers' loyalty who use dirham at the community of entrepreneur network of dirham users. This research is a quantitative research which employed the method of Structural Equation Modelling (SEM). There are 98 respondents of this research, and they are the member of JAWARA community which located at Depok, Tebet, and Bekasi. The respondents were surveyed on 4-28 December 2014. The research's result shown that services quality influenced significantly toward the consumers' satisfaction and loyalty at JAWARA community. Meanwhile, satisfaction did not influence significantly toward the loyalty at JAWARA community. The result of this research suggest that JAWARA community at wakala need to be more active in creating more innovative programs or studies in order to make the members of the community use dirham constantly at wakala.*