

Key account management: Factor-faktor yang mempengaruhi customer profitability pada pasar pembiayaan mobil bekas = Key account management: Factors effect on customer profitability at used car finance market

Simson Arifin, author

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Abstrak

[Tesis ini menganalisa faktor-faktor yang mempengaruhi customer profitability pada pasar pembiayaan mobil bekas dalam penerapan key account management. Penelitian ini adalah penelitian kuantitatif dengan menggunakan data sekunder dari perusahaan pembiayaan mobil bekas dan dianalisis dengan menggunakan regresi linear. Hasil penelitian menunjukkan bahwa age of relationship, sales volume dan strategic fit memiliki pengaruh signifikan terhadap customer profitability, sedangkan lokasi tidak memiliki pengaruh signifikan terhadap customer profitability.

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This study is to analyze the factors effect on customer profitability at used car finance market in key account management context. Quantitative research was conducted by using secondary data from used car finance company, and analyzed using linear regression. The result of this study states that age of relationship, sales volume and strategic fit have a significant effect on customer profitability, although location have not a significant effect on customer profitability., This study is to analyze the factors effect on customer profitability at used car finance market in key account management context. Quantitative research was conducted by using secondary data from used car finance company, and analyzed using linear regression. The result of this study states that age of relationship, sales volume and strategic fit have a significant effect on customer profitability, although location have not a significant effect on customer profitability.]