

# Perancangan model peningkatan loyalitas pelanggan pada perusahaan trading bahan kimia dengan metode service quality dan structural equation modeling = Designing a model to improve customer loyalty in chemicals trading company with service quality and structural equation modeling method

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## Abstrak

Persaingan global dan krisis perekonomian dunia yang sedang melanda dewasa ini, membuat suatu organisasi harus memproduksi barang maupun jasa yang mempunyai kualitas sangat bagus sehingga membuat pelanggan sangat puas dan loyal. Penelitian ini bertujuan untuk menghasilkan model hubungan antar faktor untuk meningkatkan loyalitas pelanggan. Metode penelitian yang digunakan adalah model Service Quality dan Structural Equation Modeling yang diuji coba pada suatu perusahaan trading bahan kimia. Penentuan faktor penelitian diperoleh dengan melakukan focus group discussion bersama 9 orang pakar, kemudian diperoleh 263 responden.

Hasil penelitian menunjukkan semua faktor pada ServQual menghasilkan nilai gap negatif, yang menunjukkan perusahaan belum dapat memenuhi ekspektasi pelanggan. Hasil SEM menunjukkan bahwa variabel yang signifikan berpengaruh pada customer satisfaction adalah people, situation dan product. Sedangkan variabel yang berpengaruh kepada customer loyalty adalah customer satisfaction, product, situation, people.

*Global competitiveness and the world economic crisis that hit the world these days have affected many organizations in such a way that an organization must produce very high quality goods or services to satisfy their customers and hence obtaining customers loyalty. Research method used is a model of Service Quality and Structural Equation Modeling were implemented in a chemical trading company. The determination of research obtained by conducting Focus Group Discussion with 9 experts, then obtained 263 respondents.*

*The results showed that all the factors on ServQual have produced negative gap values, which indicated that the company could not meet customer expectations. On the other hand, SEM results indicated that significant variables that affected customer satisfaction are people, situation and product, whereas the variables that affected customer loyalty are customer satisfaction, product, situation, people.*