

Model Relationship Marketing dalam Industri Konstruksi : Peranan Trust, Transaction Cost dan Komitmen dalam Menciptakan Loyalitas Pelanggan

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Abstrak

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Relationship marketing pada industri jasa konstruksi memiliki perbedaan dari mainstream yang selama ini berlaku di dunia pemasaran pada umumnya. Di dalam dunia konstruksi, dikenal dengan menggunakan sistem tender sebelum terjadinya kerjasama proyek antara perusahaan kontraktor dan pelanggannya sehingga hal ini menjadi menarik untuk melihat bagaimana posisi relationship marketing di dalam industri jasa konstruksi yang menggunakan sistem tender dalam mengukur loyalitas pelanggan.

Di dalam hipotesis awal diduga variabel kepercayaan, biaya, dan komitmen mempunyai peranan penting didalam memberikan kepuasan pelanggan yang pada akhirnya berimplikasi pada loyalitas pelanggan. Hasil penelitian membuktikan hanya variabel trust yang cukup signifikan dalam membentuk komitmen dan loyalitas pelanggan, sedangkan faktor transaction cost tidak cukup signifikan dalam membentuk loyalitas dari pelanggan.

Dari hasil yang diperoleh maka penelitian ini memberikan suatu pemahaman baru di dalam dunia jasa konstruksi bahwa meskipun faktor transaction cost selama ini dinilai memiliki peranan yang sangat penting dalam menciptakan loyalitas pelanggan namun ternyata hasilnya menyatakan sebaliknya, bahwa faktor transaction cost dinilai tidak signifikan dalam membentuk loyalitas pelanggan. Dalam penelitian ini menemukan bahwa trust lah yang memiliki peran yang signifikan dalam menciptakan loyalitas pelanggan.

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Relationship marketing the construction services industry differs from mainstream applications common to the marketing world in general. In the construction industry, known with its use of the tender system prior to the cooperative project between corporate contractor and their customers, makes it interesting to see how relationship marketing in the construction service industry deals with the tender system in terms of measuring customer loyalty.

In the initial hypothesis, it was expected that trust, cost and commitment variables would play a major role in producing customer satisfaction. The results of the research proved that trust variables significantly influenced customer commitment and loyalty, while transaction cost does not influence customer loyalty in significant terms.

The findings of the research provides alternative understanding relevant to the construction service industry that although transaction cost is considered influential in creating customer loyalty, the reverse is true in the construction industry and that transaction costs did not significantly produced customer loyalty. The research concludes that trust instead played a significant role in shaping customer loyalty.

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