

Customer satisfaction index model on three level of socioeconomic status in bogor case study: customer satisfaction on branded cooking Oil product

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Abstrak

Customer satisfaction index models have been developed in many countries, including Indonesia. Those models were commonly not focused on the socioeconomic status (SES) of the customer, so this condition could be a research gap. The aims of this research is to analyze the customer satisfaction index model of branded cooking oil product in Bogor, Indonesia based on SES established from the household monthly routine consumption. Questionnaires were used as primary data collection instrument in this study, while data analysis was carried out with variance based structural equation modeling (SEM) which is also known as Partial Least Square (PLS) model, and Kruskal Wallis nonparametric test. Perceived quality, perceived value and customer expectation as were significantly influencing the customer satisfaction construct in the structural model. This study also concluded found that there is different level of overall customer satisfaction on the three levels of customer's SES.

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Model indeks kepuasan pelanggan telah banyak dikembangkan di berbagai negara, termasuk di Indonesia. Berbagai model tersebut pada umumnya tidak memberi fokus berarti pada status sosial ekonomi (SES) pelanggan, sehingga kondisi ini menyebabkan adanya kesenjangan penelitian. Penelitian ini bertujuan untuk mengkaji model indeks kepuasan pelanggan minyak goreng bermerek di Bogor, Indonesia berdasarkan pada SES yang dibentuk dari tingkat konsumsi rutin rumah tangga per bulan. Pengumpulan data primer pada studi kasus ini menggunakan instrumen kuesioner dan analisis data menggunakan Structural Equation Modeling berbasis varians atau yang lebih dikenal dengan analisis Partial Least Square (PLS) dan analisis uji statistik nonparametrik Kruskal Wallis. Kepuasan pelanggan mampu dibentuk secara positif dan signifikan dengan menggunakan konstruk persepsi kualitas, persepsi nilai dan harapan pelanggan, dalam model struktural. Studi ini juga menemukan adanya perbedaan tingkat kepuasan pelanggan secara keseluruhan pada tiga tingkat SES dari pelanggan.