

Pengaruh perceived switching cost dan customer satisfaction terhadap customer loyalty = Effects of perceived switching cost and customer satisfaction on customer loyalty

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Abstrak

Ketika sebuah pasar mencapai titik jenuh, strategi defensif untuk mempertahankan konsumen menjadi lebih penting daripada strategi offensive seperti memperluas ukuran pasar secara keseluruhan. Dapat disimpulkan bahwa ada dua strategi yang dapat dilakukan oleh perusahaan dalam mempertahankan dan menjaga loyalitas konsumen, yaitu memberikan perceived switching cost harga berpindah yang tinggi atau memberikan pelayanan yang memuaskan konsumen. Pemilihan strategi tersebut perlu ditinjau kembali sesuai dengan perusahaan jasa yang ingin dikembangkan.

Penelitian dilakukan untuk mencari bukti empiris bahwa perceived switching cost dapat mempengaruhi kualitas loyalitas konsumen menjadi true loyalty maupun spurious loyalty, yakni sebuah keadaan dimana pelanggan tidak puas tetapi dapat menghasilkan repeat patronage yang tinggi. Timbulnya perceived switching cost tidak hanya dikarenakan oleh persaingan antar perusahaan, tetapi jenis jasa yang berbeda ternyata juga dapat menimbulkan perceived switching cost.

When a market reached saturation point, a defensive strategy to retain consumers become more important than creating offensive strategy, such as expanding the size of the overall market. It can be concluded that there are two strategies that can be conducted in maintaining and keeping customer loyalty, which to give high perceived switching cost or to provide services in order to satisfy consumers. The consideration on choosing those strategies needs to be reviewed regarding the type of service companies.

The study was conducted to find empirical evidence that perceived switching cost can affect the quality of consumer loyalty in becoming true loyalty or 'spurious loyalty, a situation where the customer is not satisfied but has high repeat patronage. The emergence of perceived switching cost is not only caused by the competition between companies, but also caused by the type of the service itself.