

Hubungan antara service quality, customer satisfaction, customer loyalty dan word of mouth pelanggan mini market Podjok Halal Jakarta = A comparative study on relationship between service quality customer satisfaction word of mouth and customer loyalty of customers minimarkets Podjok Halal Jakarta

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Abstrak

Di era globalisasi, persaingan usaha sudah terlihat jelas. Semua pelaku usaha melakukan segala bentuk upaya untuk memenangkan hati pelanggan. Ditambah dengan peluang tren yang sedang tinggi yaitu industri halal, pelaku usaha menawarkan bentuk kualitas pelayanan ataupun operasional dengan membawa halal atau syariah sebagai bentuk strategi dasar.

Penelitian ini bertujuan untuk menganalisis hubungan service quality physical aspect, reliability, personal interaction, problem solving dan policy dari Minimarket Podjok Halal Jakarta terhadap customer satisfaction, customer loyalty dan word of mouth pelanggan Minimarket Podjok Halal.

Dan dari hasil penelitian ini, terdapat informasi ilmiah dan sistematis kepada manajer atau pelaku usaha sebagai bahan analisa service quality yang diberikan perusahaan. Populasi pada penelitian ini adalah pelanggan Minimarket Podjok Halal. Teknik pengambilan sampel dilakukan dengan non probability sampling - purposive sampling. Pengumpulan data dalam penelitian ini dilakukan dengan membagikan kuesioner secara langsung kepada responden dan terkumpul 232 kuesioner.

Penelitian ini menggunakan analisis pengolahan data menggunakan Structural Equation Modeling SEM. Hasil pengolahan data menunjukkan bahwa physical aspect, reliability, personal interaction, problem solving memiliki pengaruh yang signifikan terhadap customer satisfaction dan kemudian customer satisfaction memiliki pengaruh yang signifikan terhadap customer loyalty dan word of mouth.

.....In the era of globalization, business competition is clearly visible. All business actors make every effort to win the hearts of customers. Coupled with the high trend opportunities that is halal industry, business actors offer a form of service or operational quality by bringing halal or sharia as a form of basic strategy. This study aims to analyze the relationship of service quality physical aspect, reliability, personal interaction, problem solving and policy Minimarket Podjok Halal Jakarta to customer satisfaction, customer loyalty and word of mouth of customers Minimarket Podjok Halal.

And from the results of this study, there is scientific and systematic information to managers or business actors as a material analysis about service quality provided by the company. The population of this research is customers Minimarket Podjok Halal. The technique sampling was done with non probability sampling purposive sampling. Data collection in this study was done by distributing questionnaires directly to the respondents and collected 232 questionnaires.

This research uses data processing analysis by Structural Equation Modeling SEM. The result of data processing shows that physical aspect, reliability, personal interaction, problem solving have significant influence to customer satisfaction and then customer satisfaction has significant influence to customer loyalty and word of mouth.