

Perancangan model peningkatan kepuasan dan loyalitas pelanggan pada bengkel mobil resmi = Designing a model to improve customer satisfaction and loyalty in automotive authorized repair

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20475659&lokasi=lokal>

Abstrak

Saat ini, kondisi industri otomotif di Indonesia terus berkembang. Munculnya model, harga dan merek kendaraan membuat industri otomotif lebih kompetitif. Hasilnya dapat membuat pelanggan dengan mudah beralih dari satu merek ke merek lain. Mempertahankan pelanggan penting bagi perusahaan agar tidak kehilangan pelanggan. Layanan purna jual khususnya perbaikan mobil menjadi salah satu pertimbangan pelanggan memilih merek. Penelitian ini memiliki tujuan merancang model hubungan antar faktor untuk meningkatkan kepuasan dan loyalitas pelanggan. Penelitian ini untuk mengukur kesenjangan antar kualitas yang dirasakan dengan yang diharapkan menggunakan metode gabungan Servqual dan AutoServqual dan merancang model hubungan antar variabel menggunakan Structural Equation Model.

Atribut kualitas diperoleh dari wawancara lima ahli dan didistribusikan kepada 257 responden yang mobilnya bergaransi dan 177 responden yang mobilnya tidak bergaransi. Dimensi keseluruhan kualitas layanan untuk perbaikan mobil ditemukan di bawah harapan. Hasil SEM pada responden bergaransi menunjukkan bahwa variabel yang signifikan berpengaruh pada customer satisfaction adalah responsiveness, assurance, dan empathy serta customer satisfaction mempengaruhi customer loyalty. Sedangkan untuk responden yang tidak bergaransi, variabel yang berpengaruh signifikan terhadap customer satisfaction adalah assurance, responsiveness, reliability dan empathy serta customer satisfaction mempengaruhi customer loyalty.

.....Nowadays, the condition of the automotive industry in Indonesia continues to grow. The emergence of models, price and vehicle brands make the automotive industry more competitive. The result can make customers easily switch from one brand to another brand. Maintaining customers is an important item for companies not to lose their customers. After sales service especially car repair becomes one of consideration of customer choose brand. This study has the purpose of designing the relationship model between factors to improve customer satisfaction and loyalty. After sales service especially car repair becomes one of consideration of customer choose brand. This study has the purpose of designing the relationship model between factors to improve customer satisfaction and loyalty. This research is to measure the gap between perceived quality and expected quality used combination of Servqual and AutoServqual method and design the relationship model using Structural Equation Model.

Quality attributes were obtained from five expert interviews and distributed to 257 respondents whose cars were warranted and 177 respondents whose car status was not guaranteed. The overall dimensions of service quality for car repairs are found below expectations. The result of SEM on the warranty respondent shows that the significant variables affecting customer satisfaction are responsiveness, assurance, empathy and for improve customer loyalty affected is customer satisfaction. As for the respondents are not guaranteed to show the variables that have a significant effect on customer satisfaction are assurance, responsiveness, reliability, empathy and a significant effect on customer loyalty is customer satisfaction.