

Perceived quality, customer satisfaction, switching barrier dan customer loyalty pada konteks business to business = Perceived quality, customer satisfaction, switching barrier and customer loyalty in business to business context

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Abstrak

ABSTRAK

Berkaitan dengan tingginya persaingan di industri pelumas, perusahaan harus mempertimbangkan beberapa faktor untuk mempertahankan loyalitas dari para konsumennya. Penelitian bertujuan untuk menganalisa hubungan antara perceived quality, customer satisfaction, switching barrier dan customer loyalty sebagai faktor yang dapat mempengaruhi loyalitas perusahaan konsumen dalam konteks business to business (B2B). Selain itu, penelitian juga menganalisa peran customer satisfaction sebagai mediator antara hubungan perceived quality dengan customer loyalty (recommend/patronage) dan peran switching barrier sebagai moderator antara hubungan customer satisfaction dengan customer loyalty (recommend/patronage). Penelitian dilakukan berdasarkan tinjauan pustaka terhadap variabel, indikator dan hipotesis yang digunakan. Hipotesis dievaluasi menggunakan metode analisa Structural Equation Model berbasis Partial Least Square (PLS) menggunakan software SmartPLS 3.0. Penelitian menganalisa 36 responden dari konsumen berupa perusahaan yang terdiri dari berbagai jenis segmen industri dan didapatkan berdasarkan kuesioner secara non-probability sampling dengan purposive sampling. Hasil penelitian menunjukkan bahwa perceived quality berpengaruh positif dan signifikan terhadap customer satisfaction, customer satisfaction berpengaruh positif dan signifikan terhadap customer loyalty (recommend/patronage), switching barrier berpengaruh positif dan signifikan terhadap customer loyalty-patronage dan customer satisfaction berperan sebagai perantara terhadap hubungan antara perceived quality dengan customer loyalty-recommend.

ABSTRACT

In high competitiveness of lubricant industry in Indonesia, supplier must consider various factors to maintain customer's loyalty. The purpose of this research is to analyze the relationship between perceived quality, customer satisfaction, switching barrier and customer loyalty (recommend/patronage) as affecting factors. It also examined the mediating effect of switching barrier between customer satisfaction and customer loyalty (recommend/patronage) and moderating effect of switching barrier between customer satisfaction and customer loyalty (recommend/patronage). Through literature review for each variables, indicators and hypothesis, this paper is using SEM-PLS to evaluate the measurement and relationships. This research analyze 36 responds generated by purposive sampling. The results are perceived quality has a positive and significant effects to customer satisfaction, customer satisfaction has a positive and significant effects to customer loyalty (recommend/patronage), switching barrier has a positive and significant effect to customer loyalty-patronage and customer satisfaction roled as a mediator in relationship between perceived quality and customer loyalty-recommend. Customer satisfaction's value is high as they are satisfy with their supplier, switching barrier's value is relatively moderate so the supplier need to increase the value in order to retain customer loyalty and loyalty's values are relatively high as the customer is in contract agreement

(business to business).