

ABSTRACT

This study was conducted to analyze the effect of product quality and after sales service on customer satisfaction and the implication on customer loyalty. PT Bukaka Teknik Utama, Tbk (PT.BTU), A leading company in manufacture, Engineering Procurement and Construction (EPC) was taken a case study. Both primary and secondary data were employed. The secondary data were taken from various sources such as books, journals, and other related publication. The primary data were obtained through survey using questionnaire distributed to the BTU's customers. A total of 75 respondents were obtained. Various statistical tests such as validity, reliability and classical assumptions were employed. Using Path analysis, the results showed that product quality and after sales service had a positive and significant effect on customer satisfaction both individually and simultaneously. Meanwhile it was also found that product quality, after sales service and customer satisfaction had a positive and significant effect on customer loyalty individually and simultaneously. It's recommended that PT. BTU should put more effort on product quality and after sales service to increase customer satisfaction and loyalty.

Keywords: *product quality, after sales service, customer satisfaction, customer loyalty*



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan layanan purna jual terhadap kepuasan dan loyalitas pelanggan. Penelitian dilakukan di PT. Bukaka Teknik Utama, Tbk (PT.BTU) perusahaan yang bergerak dalam bidang *Manufacture Engineering Procurement dan Contruction (EPC)* yang berada di Indonesia. Data yang digunakan adalah data primer dan data sekunder. Data sekunder diperoleh dari berbagai sumber seperti buku, jurnal serta data lain yang dipublikasikan. Data primer diperoleh melalui survey dengan kuesioner yang disebarakan kepada responden yang menjadi pelanggan PT.BTU. Total reponden sebanyak 75 responden. Metode analisis menggunakan analisa jalur (*Path Analysis*). Hasil penelitian menunjukkan bahwa kualitas produk dan layanan purna jual memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan secara individu dan bersamaan. Selain itu hasil penelitian juga ditemukan bahwa kualitas produk, layanan purna jual dan kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan secara individu dan bersamaan. Penelitian ini dapat memberikan rekomendasi bahwa PT.BTU harus memberikan perhatian yang lebih besar terhadap kualitas produk dan layanan purna jual untuk meningkatkan kepuasan dan loyalitas pelanggan.

Kata Kunci: Kualitas produk, Layanan purna jual. Kepuasan pelanggan, Loyalitas pelanggan.



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