

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Pelayanan Pengiriman Barang Suku Cadang Motor dan Harga yang Mempengaruhi Kepuasan Pelanggan dan Implikasinya Terhadap Loyalitas Pelanggan (Kasus PT. Alpindo Mitra Baja Sukabumi). Data sekunder dikumpulkan dari berbagai sumber seperti jurnal, buku, dan literature. Data primer dikumpulkan menggunakan kuesioner yang didistribusikan ke beberapa responden. Jenis desain penelitian ini menggunakan metode hubungan kausal, populasi penelitian seluruh pelanggan sebanyak 110 pelanggan PT. Alpindo Mitra Baja Sukabumi. Teknik pengambilan sampel yang digunakan Probability Sampling dengan metode Simple Random Sampling (sampling acak sederhana). Pengambilan sample menggunakan rumus slovin diperoleh 87 pelanggan yang dijadikan sample penelitian. Dari hasil penelitian didapatkan variabel pelayanan pengiriman dan harga sangat berpengaruh terhadap kepuasan dan loyalitas pelanggan. Sehubungan dengan hal tersebut, disarankan PT. Alpindo Mitra Baja Sukabumi untuk fokus terhadap variabel pelayanan pengiriman dan harga khususnya penetapan harga yang wajar dan pengiriman tepat waktu agar tercipta loyalitas yang lebih baik.

Kata kunci : Kualitas Pelayanan Pengiriman Barang, Harga, Kepuasan Pelanggan, Loyalitas Pelanggan, Populasi Penelitian



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ABSTRACT

This study aims to determine the effect of Motorcycle Parts Delivery Service Quality and Price on Customer Satisfaction and Customer Loyalty (Case Study on PT. Alpindo Mitra Baja Sukabumi). Both primary and secondary data were gathered. Secondary data were gathered from various sources such as journals, books, and other related publications. Primary data were gathered using questionnaire that were distributed to the respondents. This research design is using causal relationships. Research population is 110 customers of PT. Alpindo Mitra Baja Sukabumi. By using Slovin formula and a simple random sampling technique, a total sample of 87 respondents were acquired. The Research Result is that the delivery service quality variable and the price variable are very influential on customer satisfaction and customer loyalty. This research result suggests PT. Alpindo Mitra Baja Sukabumi to focus on delivery service quality and price especially the pricing reasonable and timely delivery to create better customer loyalty.

Keywords : *Delivery Service Quality, Price, Customer Satisfaction, Customer Loyalty, Research Population*



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