Abstrak

Penelitian ini, untuk mengetahui pengaruh reputasi perusahaan, harga, dan kualitas layanan terhadap kepuasan pelanggan dalam meningkatkan loyalitas pelanggan. Objek penelitian ini, adalah pelanggan atau pengguna Taksi Blue Bird wilayah Kembangan Utara, Jakarta Barat. Penelitian ini dilakukan terhadap 170 responden dengan menggunakn pendekatan deskripsi kuantitatif. Karena itu, analisis data yang digunakan analisisi statistic dalam bentuk SEM LISREL.

Hasil penelitian ini menunjukkan bahwa secara uji t, variabel harga tidak berpengaruh signifikan terhadap kepuasan pelanggan dan loyalitas pelanggan. Sedangkan; variabel reputasi perusahaan berpengaruh terhadap kepuasan pelanggan, variabel kualitas layanan berpengaurh terhadap kepuasan pelanggan dan loyalitas pelanggan, dan variabel kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan.

Kata Kunci: Reputasi Perusahaan, Harga, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan

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Abstract

This research aims to know the influence of Corporate Reputation, Price, and Service Quality on Customer Satisfaction in increasing of Customer Loyality. The object of this research is customer or user of Blue Bird Taxi that located in North Kembangan, West Jakarta. This research was done to 170 respondents by using quantitative descriptive approach. Thus, data analysis which used is statistic analysis in the form of SEM Lisrel.

The result of this research by T-Value, there is no affection between variable of Price on Customer Satisfaction and on Customer Loyalty. However, another result shows there is significant affection between variable of Corporate Reputation on Customer Satisfaction, Service Quality on Customer Satisfaction and on Customer Loyalty, and between variable of Customer Satisfaction on Customer Loyalty..

Keywords: Corporate Reputation, Price, Service Quality, Customer Satisfaction, Customer Loyalty

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