

ABSTRACT

This research is a survey research that aims to examine and analyze the effect of service quality, product quality and product variant and their impact to customer satisfaction as well as its impact to customer loyalty. Population of this research is 33 permanent dealers of PT.AMFG. The data used in this study are primary data and secondary data. Primary data were obtained through a survey distributed to 33 respondents who represent each dealer. Secondary data were obtained from various sources such as books, journals, and other published data. The method used in this research is an analysis of two paths. On the first path is the influence of service quality, product quality and product variant to customer satisfaction. The second path is the influence of service quality, product quality and product variant and customer satisfaction to customer loyalty. Result of this research shows that service quality, product quality and product variant have significant effect to customer satisfaction. This research also shows that service quality, product quality, product variant and customer satisfaction have significant effect to customer loyalty. Based on research results, to improve customer satisfaction and loyalty, company needs to improve service quality, product quality and product variant. In future research, researcher suggested to put other variables such as price, company's image, relation benefit, etc.

Keywords: Service quality, product quality, product variant, customer satisfaction and customer loyalty.

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ABSTRAK

Penelitian ini adalah penelitian survey yang bertujuan untuk mengetahui pengaruh kualitas layanan, kualitas produk dan keragaman produk terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan studi kasus PT. AMFG. Dalam penelitian ini populasinya adalah seluruh dealer tetap PT. AMFG sejumlah 33 dealer. Data primer didapat melalui penyebaran kuesioner kepada 33 responden yang mewakili masing-masing dealer. Metode penelitian yang digunakan adalah analisis 2 jalur. Pada jalur pertama melihat pengaruh kualitas layanan, kualitas produk, varian produk terhadap kepuasan pelanggan. Pada jalur ke dua melihat pengaruh kualitas layanan, kualitas produk, keragaman produk dan kepuasan pelanggan terhadap loyalitas pelanggan. Hasil penelitian menunjukkan bahwa kualitas layanan, kualitas produk, keragaman produk berpengaruh signifikan terhadap kepuasan pelanggan. Hasil penelitian ini juga menunjukkan bahwa kualitas layanan, kualitas produk, keragaman produk, kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Sehingga kualitas layanan, kualitas produk, keragaman produk dan kepuasan pelanggan perlu ditingkatkan untuk menciptakan loyalitas pelanggan. Untuk penelitian mendatang disarankan untuk mengikutsertakan variabel lain seperti variabel harga, citra perusahaan, *relational benefit* dan lain sebagainya.

Kata Kunci : Kualitas layanan, kualitas produk, varian produk, kepuasan pelanggan, loyalitas pelanggan.

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