

ABSTRACT

This study was conducted to analyze the effect of product quality, perceived price, and the customer service on customer satisfaction the implication on customer loyalty. PT EA manufacture of nylon film Indonesia 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 from survey using questionnaire distributed to the EA's customers. Of the sixty respondents, 55 respondents returned the questionnaire. Various statistical tests such as validity, reliability and classical assumptions were employed. Using Path analysis, the results showed that product quality, perceived price, and customer service had a positive and significant effect on customer's satisfaction individually and simultaneously. Perceived price was found dominant. Meanwhile it was found in the second path, the results showed that product quality, perceived price, customer service and customer satisfaction had a positive and significant effect on simultaneously, but for individually, customer service not significant. It's recommended that research for mangerial advice on PT.EA to increase customers loyalty.

Key words : Product Quality, Perceived Price, Customer Service, Customer satisfaction, and Customer Loyalty.



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, persepsi harga, dan layanan pelanggan terhadap kepuasan pelanggan dan loyalitas pelanggan. Penelitian dilakukan di PT. EA, perusahaan yang bergerak dalam bisnis material kemasan nylon film 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 disebar kepada responden. Dari hasil sebaran kuesioner diperoleh sample sebanyak 55 responden dari keseluruhan 60 responden. Berbagai analisis statistik mengenai validitas, reliabilitas, dan juga asumsi klasik. Hasil analisa jalur pertama adalah kualitas produk, persepsi harga dan layanan produk berpengaruh terhadap kepuasan pelanggan secara individu dan bersamaan. Hasil Jalur kedua kualitas produk, persepsi harga, layanan pelanggan dan kepuasan adalah signifikan secara bersamaan dan secara individu hanya layanan pelanggan yang tidak signifikan, variabel lainnya signifikan. Penelitian ini dapat menjadi rekomendasi bagi perusahaan untuk kebijakan managerial PT.EA untuk meningkatkan loyalitas pelanggan.

Kata Kunci: Kualitas produk, persepsi harga, layanan pelanggan, kepuasan pelanggan dan loyalitas pelanggan.

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