

ABSTRACT

This research aims to analyze the effect direct product cost, product quality, delivery performance, customer know-how, service support and personal interaction on customer satisfaction and its impact on attitudinal loyalty and behavioural loyalty. Both primary and secondary data were employed. Secondary data were obtained from various sources such as journals, books and other related publications. Primary data were obtained using questionnaire was distributed to the retail paint store owners who sell Decorshield (wall paint product by Pt. Propan Raya). Using a judgemental samples technique, a total sample of 145 was obtained. Data were analyzed using Structural Equation Modeling (SEM) with software LISREL 8.80. The results showed that satisfaction was negatively affected by direct product cost. Product quality, delivery performance and customer orientation had no significant effect on satisfaction. While support services and personal interaction had significant effect on satisfaction. On the other hand satisfaction positively effect on behavioural and attitudinal loyalty. In addition, behavioural loyalty is also significant and positive effect on direct product cost and significant effected on product quality. Attitudinal loyalty had significant and positive effect on personal interaction.

Keywords: Customer satisfaction, attitudinal loyalty, behavioural loyalty, relationship value, business-to-business marketing



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh biaya produk langsung, kualitas produk, kinerja pengiriman, orientasi pelanggan, dukungan layanan dan interaksi pribadi terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas sikap dan loyalitas perilaku. Data diperoleh dari data primer dan data sekunder. Data sekunder diperoleh dari jurnal, buku dan publikasi lainnya. Data primer diperoleh dari kuisioner yang disebar kepada pemilik toko cat ritel yang menjual *Decorshield* (cat tembok produksi PT. Propan Raya). Total sample sebanyak 145 dengan menggunakan teknik *judgemental*. Data dianalisa dengan *Structural Equation Modeling (SEM)* menggunakan *software LISREL 8.80*. Hasil penelitian menunjukkan bahwa kepuasan secara negatif dipengaruhi oleh biaya produk langsung. Kualitas produk, kinerja pengiriman dan orientasi pelanggan tidak signifikan mempengaruhi kepuasan. Sedangkan dukungan layanan dan interaksi pribadi secara signifikan mempengaruhi kepuasan. Disisi lain kepuasan positif mempengaruhi loyalitas perilaku dan sikap. Selain itu, loyalitas perilaku juga signifikan dan positif dipengaruhi oleh biaya produk langsung dan tidak signifikan dipengaruhi oleh kualitas produk. Loyalitas sikap secara signifikan dan positif dipengaruhi oleh interaksi pribadi.

Kata kunci: Kepuasan pelanggan, loyalitas sikap, loyalitas perilaku, nilai hubungan, pemasaran bisnis-ke-bisnis

