

ABSTRACT

This study aims to examine the moderating role of switching cost on two effects, which are: the effect of service quality on customer loyalty and customer satisfaction effect on customer loyalty. In addition, this study also examines the effect of service quality, switching cost and customer satisfaction, on customer loyalty. Finally, the effect of service quality on customer satisfaction is also tested. The analysis tool used is SEM with LISREL 8.80 software. In order to implement the results, it was conducted the correlation analysis between the dimensions of the independent variables with dimensions on the dependent variable. As a result, the switching cost is not proven as a moderator variable. Service quality has positive and significant effects on customer satisfaction and customer loyalty. Switching cost is proven positively and significantly effects customer loyalty. It was proven that customer satisfaction did not effects customer loyalty. Dimensions which dominant correlated are: the dimension of empathy with the core service dimension, dimension of empathy with dimension of loyalty attitude; and dimension of relational cost with behavioral loyalty dimension.

Keywords: customer loyalty, service quality, customer satisfaction, switching cost, moderation, dimensions correlation.



ABSTRAK

Penelitian ini bertujuan menguji peran moderasi biaya beralih pada dua pengaruh, yaitu: pengaruh kualitas layanan terhadap loyalitas pelanggan dan kepuasan pelanggan terhadap loyalitas pelanggan. Selain itu, penelitian ini juga menguji pengaruh kualitas layanan, biaya beralih dan kepuasan pelanggan, terhadap loyalitas pelanggan. Akhirnya, efek kualitas layanan pada kepuasan pelanggan juga diuji. Alat analisis yang digunakan adalah SEM dengan bantuan perangkat lunak LISREL 8.80. Dalam rangka mengimplementasikan hasil, dilakukan analisis korelasi antara dimensi variabel independen dengan dimensi pada variabel dependen. Hasilnya, biaya beralih tidak terbukti sebagai variabel moderator. Kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan loyalitas pelanggan. Biaya beralih terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan terbukti tidak memengaruhi loyalitas pelanggan. Dimensi yang berkorelasi dominan adalah: dimensi empati dengan dimensi layanan inti, dimensi empati dengan dimensi sikap loyal, dan dimensi biaya relasional dengan dimensi perilaku loyal.

Kata kunci: loyalitas pelanggan, kualitas layanan, kepuasan pelanggan, switching cost, moderasi, korelasi antardimensi.



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