

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh, kepuasan konsumen dan citra perusahaan terhadap loyalitas konsumen PT Sentral Multi Sarana (Solite Cash & Credit). Data penelitian ini dikumpulkan dari 100 konsumen PT Sentra Multi Sarana (Solite Cash & Credit). Pengambilan sampel dalam penelitian ini menggunakan teknik *random sampling*, dan menggunakan metode jenis *convenience sampling*. Analisis yang digunakan dalam penelitian ini meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, dan pengujian hipotesis yang meliputi uji F, dan uji t. Hasil analisis menggunakan regresi linear berganda dapat diketahui bahwa variabel kepuasan konsumen tidak berpengaruh terhadap loyalitas konsumen. Kedua, variabel citra perusahaan berpengaruh terhadap loyalitas konsumen. Ketiga, nilai konsumen berpengaruh positif terhadap loyalitas konsumen di PT Sentra Multi Sarana (Solite Cash & Credit). Hasil analisis uji f diketahui bahwa secara simultan kepuasan konsumen dan citra perusahaan berpengaruh secara simultan terhadap loyalitas perusahaan di PT Sentra Multi Sarana (Solite Cash & Credit)

Kata kunci : Kepuasan Konsumen, Citra Perusahaan Loyalitas Konsumen



ABSTRACT

This study aimed to determine the effect, customer satisfaction and customer loyalty customer citraperusahaan PT Sentral Multi Sarana (SOLITE Cash & Credit) Data were collected from 100 consumers PT Sentral Multi Sarana (SOLITE Cash & Credit). The samples in this study using random sampling techniques, and using the method of sampling type convinience. The analysis used in this study include validity, reliabilitas, classic assumption test, multiple linear regression analysis, and hypothesis testing that includes the F test and t test. The results of the analysis using multiple linear regression can be seen that consumer satisfaction variable has no effect on customer loyalty. Second, variables affect corporate image on consumer loyalty. Third, consumers value a positive effect on customer loyalty in PT Sentral Multi Sarana (SOLITE Cash & Credit). The results of the test analysis f is known that simultaneous customer satisfaction and simultaneously affect the company's image on the company's loyalty to PT Sentral Multi Sarana (SOLITE Cash & Credit)

Keywords: Customer Satisfaction, Company Image, Customer Loyalty.

