

ABSTRACT

This research aims to evaluate the impact of Perceived Product Quality, Perceived Price Fairness, After-Sales Service Quality, Salesperson's Credibility on Customer Satisfaction and to evaluate how Customer Satisfaction mediates the effect of Perceived Product Quality, Perceived Price Fairness, After-Sales Service Quality, Salesperson's Credibility on Customers Loyalty. The population in this study was 241 pharmaceutical industries that act as manufacturers producing vitamins and medicines. The results of Slovin formula, the number of samples studied was 71 respondents using a simple random sampling technique which was carried out randomly without paying attention to the strata of the population. The data collected were analyzed by SEM-PLS method. Findings of the study revealed that After-Sales Service Quality has a significant positive effect on Customer Satisfaction. Meanwhile, Perceived Product Quality, Perceived Price Fairness, and Salesperson's Credibility do not have a significant effect on Customer Satisfaction. Other findings of the study revealed that that Perceived Price Fairness has a significant effect on Customer Loyalty. Meanwhile, Perceived Product Quality, After-Sales Service Quality, and Salesperson's Credibility do not have a significant effect on Customer Loyalty. Customer Satisfaction does not mediate the effect of the relationship between Perceived Product Quality, Perceived Price Fairness, After-Sales Service Quality, Salesperson's Credibility on Customer Loyalty. Companies must be able to set a good After-Sales Service strategy and appropriate Price Fairness as a competitive advantage, so company are able to compete with competitors. This strategy can strengthen long-term relationships with customers and increase company profitability.

Keywords: Perceived Product Quality, Perceived Price Fairness, After-Sales Service Quality, Salesperson's Credibility, Customer Satisfaction, and Customer Loyalty

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ABSTRAK

Penelitian ini dilakukan untuk menganalisis pengaruh *Perceived Product Quality*, *Perceived Price Fairness*, *After-Sales Service Quality*, *Salesperson's Credibility* terhadap *Customer Satisfaction* serta menganalisis bagaimana *Customer Satisfaction* memediasi pengaruh *Perceived Product Quality*, *Perceived Price Fairness*, *After-Sales Service Quality*, *Salesperson's Credibility* terhadap *Customer Loyalty*. Populasi dalam penelitian ini adalah sebanyak 241 industri farmasi yang bertindak sebagai manufaktur yang memproduksi vitamin dan obat-obatan. Dari hasil perhitungan menggunakan rumus Slovin, jumlah sampel yang diteliti sebanyak 71 responden dengan menggunakan teknik simple random sampling yang dilakukan secara acak tanpa memperhatikan strata pada populasi tersebut. Metode penelitian yang digunakan adalah metode kuantitatif dengan analisa SEM-PLS. Hasil analisa menunjukkan bahwa *After-Sales Service Quality* berpengaruh positif signifikan terhadap *Customer Satisfaction*. Sedangkan *Perceived Product Quality*, *Perceived Price Fairness*, dan *Salesperson's Credibility* tidak berpengaruh signifikan terhadap *Customer Satisfaction*. Hasil analisa juga menunjukkan bahwa *Perceived Price Fairness* berpengaruh signifikan terhadap *Customer Loyalty*. Sedangkan *Perceived Product Quality*, *After-Sales Service Quality*, dan *Salesperson's Credibility* tidak berpengaruh signifikan terhadap *Customer Loyalty*. Serta *Customer Satisfaction* tidak memediasi pengaruh hubungan *Perceived Product Quality*, *Perceived Price Fairness*, *After-Sales Service Quality*, *Salesperson's Credibility* terhadap *Customer Loyalty*. Perusahaan harus dapat mengatur strategi *After-Sales Service* yang baik dan *Price Fairness* yang tepat sebagai keunggulan kompetitif perusahaan sehingga mampu bersaing dengan kompetitor. Hal ini dapat memperkuat hubungan jangka panjang dengan pelanggan dan meningkatkan profitabilitas perusahaan.

Kata kunci: *Perceived Product Quality*, *Perceived Price Fairness*, *After-Sales Service Quality*, *Salesperson's Credibility*, *Customer Satisfaction*, dan *Customer Loyalty*

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