

PENGARUH PELAYANAN *CUSTOMER RELATIONS* TERHADAP LOYALITAS PELANGGAN DUNKIN DONUTS FATMAWATI

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Abstrak

Maraknya bisnis *Franchise* di bidang *food and beverage* membuat Dunkin Donuts berusaha untuk menjaga kualitas dan pelayanannya guna mempertahankan loyalitas pelanggan. Dunkin Donuts harus mampu bersaing dengan kompetitor dimana menjual produk yang sama. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh pelayanan *customer relations* terhadap loyalitas pelanggan Dunkin Donuts Fatmawati. Populasi pada penelitian ini adalah pelanggan Dunkin Donuts Fatmawati melalui teknik *accidental sampling*. Populasi diambil dari transaksi pembelian per-bulan 2.850 pelanggan, dengan sampel berdasarkan rumus Yamane yaitu 97 responden. Teori yang digunakan yaitu Pelayanan *Customer Relations* diukur berdasarkan dimensi yang ada yaitu *Reliability* (Keandalan), *Responsiveness* (Ketanggapan), *Assurance* (Jaminan), *Emphaty* (Kepedulian) dan *Tangibles* (Penampilan). Loyalitas Pelanggan juga diukur berdasarkan indikator seperti pembelian teratur, merekomendasikan produk, serta menunjukkan kekebalan terhadap daya tarik pesaing. Dari hasil koefisien korelasi r hitung yaitu 0,552 yang menunjukkan bahwa nilai tersebut cukup berarti karena terletak diantara diantara 0.640 – 0.70 (cukup berarti). Hasil uji hipotesis t hitung sebesar 6,469 > dari t tabel sebesar 1,661) maka dapat disimpulkan H_0 ditolak dan H_a diterima. Pelayanan *customer relations* Dunkin Donuts Fatmawati sebaiknya dipertahankan, agar kesetiaan dan kepercayaan pelanggan semakin meningkat.

Kata Kunci: Pelayanan *Customer Relations*, Loyalitas Pelanggan, Dunkin Donuts Fatmawati.

THE IMPACT OF CUSTOMER RELATIONS SERVICE TOWARDS DUNKIN DONUTS FATMAWATI CUSTOMER LOYALTY

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Abstract

The rise of Franchise business in the field of food and beverage, makes Dunkin Donuts strive to maintain quality and service in order to preserve customer loyalty. Dunkin Donuts must be able to compete with competitors who sell the same product. This research aims to determine the influence of customer relations service towards customer loyalty Dunkin Donuts Fatmawati. The population of this research is Dunkin Donuts Fatmawati customer through accidental sampling technique. The population is taken from a monthly purchase transaction of 2,850 customers, with a sample based on the Yamane formula of 97 respondents. This research using Customer Relations Service theory measured based on the existing dimensions of Reliability, Responsiveness, Assurance, Empathy and Tangibles. Customer Loyalty is also measured by indicators such as regular purchase, product recommendation, and showing immunity to competitors' attractiveness. From the results of the correlation coefficient r calculate is 0.552 which indicates that the value is quite meaningful because it lies between 0.640 - 0.70 (enough means). Result of hypothesis test t count equal to 6,469 > from t table equal to 1,661) hence can be concluded H_0 rejected and H_a accepted.

Keyword : Customer Relations Service, Customer Loyalty, Dunkin Donuts Fatmawati