

PENGARUH PELAYANAN CUSTOMER RELATIONS TERHADAP LOYALITAS PELANGGAN PT. BARBERBOX PUTRANZA INDONESIA

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Abstrak

Penelitian ini membahas tentang bagaimana pengaruh pelayanan customer relations terhadap loyalitas pelanggan PT. Barberbox Putranza Indonesia survei pada pelanggan barberbox. Penelitian ini merupakan penelitian kuantitatif. Teori yang digunakan adalah teori integrated marketing communication (IMC) dengan elemen yang pendukung yaitu interactive/internet marketing. dan perilaku konsumen yang masuk pada teori perilaku komunikasi. Metodologi penelitian ini menggunakan pendekatan kuantitatif dan merupakan jenis penelitian eksplanatif. Dari hasil uji korelasi terdapat perolehan hasil koefisien korelasi sebesar 0,552. Hasil koefisien r hitung menunjukkan bahwa nilai tersebut memiliki hubungan yang cukup berarti, karena terletak diantara 0.640 – 0.70 (cukup berarti), dapat disimpulkan bahwa terdapat hubungan yang cukup berarti antara Variabel X (pelayanan customer relations) terhadap Variabel Y (loyalitas pelanggan PT. Barberbox Putranza Indonesia). Hasil dari uji korelasi sangat relevan dengan teori pelayanan customer relations yaitu Reliability (Keandalan), Responsiveness (Ketanggapan), Assurance (Jaminan), Empathy (Kepedulian) dan Tangibles (Penampilan). Hasil uji hipotesis menyatakan dimana nilai t hitung sebesar $6,469 >$ dari t tabel sebesar 1,661 yakni di dapatkan dari tabel koefisien dengan taraf signifikan 10% dengan dua sisi ($97 - 2 = 95$ maka menjadi 1,661) maka dapat disimpulkan bahwa H_0 ditolak dan H_a diterima, yang artinya semakin besar pengaruh pelayanan customer relations terhadap loyalitas pelanggan PT. Barberbox Putranza Indonesia akan semakin tinggi tingkat loyalitas pelanggan. Hasil dari uji hipotesis bahwa semakin baik pelayanan customer relations yang diberikan PT. Barberbox Putranza Indonesia, maka semakin meningkat pula kesetiaan pelanggan.

Kata Kunci: *Customer Relations*, Kepuasan Pelanggan, Loyalitas, Barberbox

**THE EFFECT OF CUSTOMER RELATIONS SERVICES ON CUSTOMER
LOYALTY OF PT. BARBERBOX PUTRANZA INDONESIA**

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Abstract

This study discusses how the influence of customer relations services on customer loyalty PT. Barberbox Putranza Indonesia survey of barberbox customers This research is a quantitative study. The theory used is the theory of integrated marketing communication (IMC) with the supporting elements of interactive/internet marketing, and consumer behavior which is included in the theory of communication behavior. This research methodology uses a quantitative approach and is a type of explanatory research. From the results of the correlation test, there is a correlation coefficient of 0.552. The result of the calculated r coefficient shows that the value has a significant relationship, because it is located between 0.640 – 0.70 (meaningful), it can be concluded that there is a significant relationship between Variable X (customer relations service) and Variable Y (customer loyalty of PT. Barberbox Senopati Indonesia). The results of the correlation test are very relevant to the theory of customer relations services, namely Reliability, Responsiveness, Assurance, Empathy and Tangibles. The results of the hypothesis test state that the t-count value is $6.469 >$ from the t-table of 1.661 which is obtained from the coefficient table with a significant level of 10% with two sides ($97 - 2 = 95$ then becomes 1.661) it can be concluded that H_0 is rejected and H_a accepted, which means the greater the influence of customer relations services on customer loyalty PT. Barberbox Putranza Indonesia will have a higher level of customer loyalty. The results of the hypothesis test that the better the customer relations services provided by PT. Barberbox PutranzaIndonesia, the customer loyalty will also increase.

Keywords: *Customer Relations, Customer Satisfaction, Loyalty, Barberbox*